

, 1927

# PRINTERS' INK

Registered U. S. Patent Office

*A JOURNAL FOR ADVERTISERS*

185 Madison Avenue, New York City



VOL. CXXXIX, No. 12

NEW YORK, JUNE 23, 1927

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## Important changes!

THE Mid-Year Supplement to the AMERICAN NEWSPAPER ANNUAL AND DIRECTORY will be ready for distribution July 11th. It contains many important changes in the publication field.

This Supplement will be furnished free to all purchasers of the 1927 edition. It is not sold separately.

A limited number of copies of the 1927 ANNUAL AND DIRECTORY are available.

## N. W. AYER & SON

*ADVERTISING HEADQUARTERS, PHILADELPHIA*

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO





## *"Slip into a Bradley and out-of-doors"*

... So says this *interrupting* illustration which is being used to sell control of the great outdoors trade for Bradley dealers — and Bradley Bathing Suits to their customers ... All Bradley sales effort, whether illustration, copy, or merchandising plan is based on the Interrupting Idea Principle established by the Federal Advertising Agency, Inc., of 6 East 39th St., New York.

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# PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXXXIX

NEW YORK, JUNE 23, 1927

No. 12

## Protecting the Dealer When the Advertised Price Changes

The Manufacturer Must Also Protect Himself—If the Price Change Is Not Properly Merchandised a Price-Cutting Orgy May Result

By Wm. A. Bandler

Vice-President and General Sales Manager, L. Needles-Brooker Co.

WHEN you have nationally advertised your product at a standard price for years and your dealers have stuck to the advertised figure, the problem of staging a nation-wide price reduction and clearing outstanding stocks to make way for new merchandise becomes particularly difficult.

You cannot use any of the many easy ways to dump old merchandise and bring out new methods that are seldom good either for the manufacturer, for the retailer or for the prestige of your merchandise. You must work out a plan that will be in keeping with your basic policy of standard price, that will protect the dealer from loss and that will increase, rather than lessen, your product's reputation in the general market.

We recently have had to give much thought to such a plan, one that would protect our dealers and our product. We have begun work on it, and indications already point to its complete fulfilment.

The situation we have had to meet has been this: At the beginning of 1927 we decided that for the coming fall season we would introduce a new style collar for our Needles Fruit-of-the-Loom shirts. We decided also that the volume of business which we had built up in four years of merchandising these branded shirts permitted a reduction in the price

of our goods both to the retailer and to the consumer. We figured that collar-attached shirts and shirts with fancy collars to match could be sold at \$2.50 with two collars instead of with one collar as formerly. Both changes, we believed, should be made at one time.

But before we could determine the most effective way to make these changes in style and price we had many conflicting factors to consider in our problem. First of all, we had built up our business on a strict policy of providing the dealer with a good mark-up and no mark-down. Second, we never had had a reduced price sale in any part of the United States, dealers having adhered to one price twelve months in the year. Third, consistent national advertising had built up for Needles Fruit-of-the-Loom shirts what we believed to be a very splendid prestige based on standard price and standard quality.

We, therefore, had three hard questions to answer. Should we make the changes by having the dealer forego his profitable mark-up or should we enable him to keep it? Should we have some sort of a sale or should we not consider sales at all? Should we advertise the preliminaries to the change or should we say nothing?

Of course it might be asked right here: "Why not adjust prices

with the dealer and ask him to sell the old shirts against the new, letting them be absorbed gradually in the normal course of things?" In regard to this, we felt that the new styles would make the old seem very old if both stood side by side, and we also believed that it was much better to clean out the old stock completely and to take the new on absolutely fresh.

We tackled our first question first—that of protecting the retail mark-up. Our ultimate conclusion was that, because we always had borne in mind the dealer's profit, we should continue to provide him with a good mark-up. With this as our basic principle, we had a foundation for our plan, and we built slowly on it.

We realized that dealer stocks, because of our method of providing 24-hour service for refills from a large factory reservoir, ordinarily were not large. If, then, while suggesting that the retailer reduce the selling price on stock in hand, we provided him with additional stocks at a price considerably lower than usual he could balance his profit and he could, by making a very attractive offering of the joint stocks to the public, get enough additional volume to make up for slightly lessened profit on the individual shirt.

Simply, from our large reserve stocks which we wanted to clear for the new styles, we would sell goods at a wholesale price so low that on his current stock and on this new one, plus increased volume through a special offering, the dealer would get as high a gross mark-up as on any sale merchandise.

This answer to question one directly involved the answer to question two—should we have some sort of sale? Evidently we should. But what kind of a sale could possibly fit our no-sale policy? Ultimately, we came to the conclusion that our accounts would look favorably upon a sale which would get the same measure of co-operation that we, ourselves, and our dealers had always given to the standard, nationally advertised shirt price.

So our next step was to outline a concerted, nation-wide sale that would last a week, from July 12 to July 19. During this week all dealers would reduce our goods to the *same* sale price, would tell the public that the event was the first of its kind ever held for Needles Fruit-of-the-Loom shirts and probably the last—at least for many years—and would announce that on July 20 the price would go up to the standard figure for the new fall line.

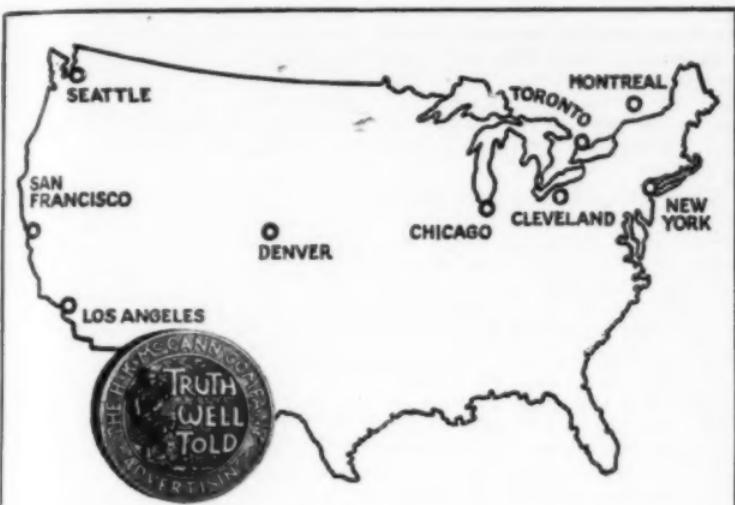
In other words, we planned a sale that would involve the same strict adherence to a single price that our shirts regularly get through national advertising and dealer co-operation.

#### NO NATIONAL ADVERTISING

Should we, then, advertise this event nationally, since it would be conducted for a definite week at the same special price in all parts of the country? Our answer to this third question was that we should not advertise it nationally. Our main reason for this decision was that we did not want to create in the public mind the idea that Needles Fruit-of-the-Loom shirts had become sale merchandise. At the price set for the sale, the shirts would, we felt, tell their own story fully and sell themselves quickly in local territory, thus achieving our aim of clearing the way for new styles to come. Therefore, the less said nationally about this sale the better, for we were subsequently going to advertise the new line on our regular basis of a single national price.

However, we left the retailer at liberty to advertise the event as little or as much as he saw fit—with only one request from us. That request was that the store state clearly to its prospects that this was a very unusual event staged solely to clean up present stocks of shirts and that, just as Needles Fruit-of-the-Loom shirts had never before been sold in a sale, just so they would not again—at least for years to come—be placed on sale. We stressed this point.

It took, as I have said, a long



## A "NATIONAL" AGENCY *In the Truest Sense*

Each of the nine McCann Company offices is an advertising agency in itself, rendering full service to clients in its section, including analysis and study of the client's business, the preparation of plans, and the creation and placing of the advertising. Yet a client of one McCann Company office is a client of all, and each office cooperates with the others in (1) reporting on local marketing conditions, (2) keeping in touch with salesmen, branch houses and distributors, (3) making investigations in its territory and (4) preparing local advertising, if necessary.

This, we believe, makes the McCann Company a national advertising agency in the truest sense.

## THE H. K. McCANN COMPANY *Advertising*

NEW YORK	CLEVELAND	SAN FRANCISCO	DENVER
CHICAGO	LOS ANGELES	SEATTLE	MONTREAL

time to decide on the answers to our three questions because we had to debate on many opposing conditions and because we wanted to work out a really workable plan that would support our theory of one-price and a good mark-up for the dealer.

When we had fully determined on our course, we outlined it to our salesmen whom we called together at a factory meeting on May 19. To them we announced our plan merely as a suggestion to which we wanted to learn their reactions. We told about the coming change in prices, the change in style and the ideas we had in mind for a nation-wide sale. Then we asked the salesmen what they thought of the proposed plan.

Our men gave unanimous approval, agreeing that it protected the retailer and that it would gain his appreciation and good-will. Then, having learned details, they set out to tell the trade of the event. Their first step, before visiting their customers, was to write a personal letter to each of their accounts, each letter giving the company's story in the salesman's own words.

The second step was the personal follow-up in the form of a call on every retailer. As each of our men has a comparatively restricted territory which he is able to cover from four to six times a year, he was in a position to reach his trade quickly with a personal explanation of what was in the wind. Each man, as he went out to visit his accounts, had explicit instructions that under the plan he could sell shirts at the special wholesale price only to active Fruit-of-the-Loom retailers; he could not sell to outsiders. Too, each dealer who bought was asked to agree that the day after the specified sale period he would automatically put up the retail price on the old style shirts to the new nationally advertised price and that he would sell no more of the discontinued styles at the sale price unless we gave him authorization.

The third step in reaching the trade was to send a bulletin from company headquarters to every

active account on our books. This announcement was to supplement the work of our salesmen and to give additional weight to their presentation of our plan. The bulletin was simple and direct, and it detailed all angles:

A national sale on Needles Fruit-of-the-Loom shirts, for a period of one week starting July 12, ending July 19.

For the duration of this National Sale Week, the trade is permitted to sell and advertise Needles Fruit-of-the-Loom shirts in neckband—collar attached—and detached collar styles at the one price—\$1.55 the garment.

To make this the greatest sale event, we offer—subject to prior sales and our ability to fill—all Fruit-of-the-Loom patterns in stock which will not be included in the new line. All first grade merchandise, consisting partly of present type of collars which are to be discontinued. Sizes 13 $\frac{1}{2}$  to 17 and a limited quantity of 17 $\frac{1}{2}$  to 20 inclusive—at the remarkably low price of (price quoted).

Orders for this Sale Week merchandise will be filled with an assortment of patterns according to run of stock, and must be apportioned according to the following scale: Neckband 55 per cent; collar attached 35 per cent; detached laundered, 1 collar to match, 10 per cent.

This National Sale on Fruit-of-the-Loom shirts is not to be construed as a departure from our standardized price and no-sale policy but it is instituted primarily to enable you to "clean house" and meet the price reduction and change of collar styles in fall lines. It is the first sale in four years and is very likely to be the last one.

Deliveries will be timed to reach their destination just prior to the sale.

All of our customers are being informed about this National Sale.

Response to our salesmen's calls and to the bulletin has been all we could hope for. An example will illustrate. A buyer came to our New York office yesterday to order 400 dozen shirts for the sale week. Before his merchandise man would sign the confirmation, however, he was asked what he thought of the chances of the sale. Naturally, the buyer said the chances were good. The merchandise manager then asked the advertising man, who at first did not believe our company would permit reduced prices. But when the advertising manager learned of the event, he too, confirmed the buyer's opinion. The head of the stock department was then asked whether the store

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—Roger F. Owsley, Magazine Space Buyer of the George Batten Company, Inc., says in "Printers' Ink":

### "Two Types of Circulation"

"After all is said and done aren't there really only two distinct types of circulation? One we might call advertiser's circulation and the other publisher's circulation. Advertiser's circulation is that which is gotten, in so far as it is humanly possible to do so, for the sole purpose of making it profitable for an advertiser to buy that circulation and make it pay a profit for him. Publisher's circulation on the other hand is that which is gotten so that at least numerically or proportionately that publisher can crowd on the band wagon and carry a 'Me too' sign."

The Brooklyn Standard Union circulation has another distinction—that is reader circulation.

Never did a prize, premium or contest buy any of it.

*R. G. R. Jhunisimian*  
Publisher

Largest Week-day Circulation of any Brooklyn Newspaper

could stage a sale of Fruit-of-the-Loom shirts during the second week in July.

"I don't care what week you put on an event like that—you can do business," was his response, and he estimated 600 dozens as the proper opening order.

The merchandise manager then asked the head salesman, the clothing buyer and all other buyers in the men's apparel sections. Each heartily agreed with the shirt buyer's predictions.

This case is typical of the general reaction in the trade, except for one or two cases where the retailer has felt that the no-sale policy should not be modified even in this unusual situation of style and price change. For the most part, however, dealers appreciate two things in the event. First, that the sale offers them a splendid chance to tell their customers about, and to capitalize on, an unusual event. Second, they appreciate that the company is making a very real effort to live up to its policy of a good mark-up for the dealer—by taking in this case an actual cash loss.

For this plan does involve a loss to us on present business as well as on the reserve stocks which will be cleared from our factory. A few days ago, for example, one of our Southern accounts visited us to give a substantial order for immediate delivery. We might easily have filled his order at regular prices, but instead we asked the merchant if he needed the goods at once. He explained that he was putting on a special display of shirts and that because his stock would be broken this order was to refill. Our suggestion then was that he go as lightly as possible on his refill because of our forthcoming national sale, and we ended by giving him just enough to cover immediate needs. This one transaction alone meant a loss of several hundred dollars to us.

From advance orders already in for the event, we estimate conservatively that total orders will run about 25 per cent ahead of the available reserve stock. This

means that the dealer response to our plan will fully meet expectations and allow us on July 20, the day following the sale week, to advertise nationally our new styles and our new prices with no carry-over of discontinued merchandise and with retailers more firmly convinced than ever that we are working in their interest as well as our own.

We never have had a dictatorial policy. We believe that the consumer needs the retailer and vice versa and that the manufacturer and the retailer also need each other. Therefore, we have created our plan along mutually helpful lines. The consumer, as we see our plan working out, gets a good buy. The dealer takes a smaller profit on individual shirts but makes up by added volume. The manufacturer takes a cash loss but clears out his discontinued line, is ready for aggressive selling and advertising of all fresh goods, and begins his new campaign with increased good-will from his trade.

Simply, we feel that by protecting the dealer on the change in our nationally advertised style and price, as we shall have done by meeting difficult conditions practically, all parties to the transaction will have profited.

#### Copper & Brass Association Account to Dorrance, Sullivan

Effective August 1, 1927, the Copper & Brass Research Association, New York, will place its advertising account with Dorrance, Sullivan & Company, Inc. Membership of the Association includes miners and smelters in the industry as well as the fabricators of copper, brass and bronze products of all kinds.

#### London Perfumer Appoints Ayer

Yardley & Company, Ltd., London, manufacturers of Yardley's Lavender and other perfumes, has appointed N. W. Ayer & Son to direct its advertising in the United States.

#### W. H. Hart, Advertising Manager, Martin-Parry

W. H. Hart has been appointed advertising manager of the Martin-Parry Corporation, York, Pa., builder of commercial bodies.

# DO YOU PAY \$800,000 for a single magazine page advertisement?

*Some advertisers do!*

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**C**ONSIDER two advertisers in the same field. The first invests \$8,000 in a single magazine page, which his agency fills with such skillful copy that the page interests the 2,600,000 readers of the magazine and influences their buying habits.

The second advertiser also invests \$8,000 in a page in the same magazine. But his agency prepares a dull and hard-to-read advertisement which interests only 26,000 readers. One one-hundredth as many as those who read the first advertiser's page.

Obviously, the second advertiser, with his mediocre copy, would be forced to buy

100 pages in order to reach as many people as the first advertiser reached with 1 page. From the standpoint of value received, the second advertiser is paying \$800,000 for a page that costs the first advertiser \$8,000.

An exaggeration?—Perhaps. Yet not nearly as far-fetched as many complacent advertisers believe. For the day has long since passed when *any* advertisement gets a reading. Competition for reader attention has grown too strenuous.

Business executives, in choosing an agency, would do well to remember that they get no more circulation in a magazine or newspaper than their advertising is able to interest.

---

**JOSEPH RICHARDS CO., INC.**

*247 Park Avenue, New York City*

# Come Over Here, Mr. Gibbs!

English Advertisers Answer Inquiries Promptly and to the Point

By Thomas Russell

London (England) Correspondent of PRINTERS' INK

**W**ARREN R. GIBBS, who complains in *PRINTERS' INK*\* that his inquiries to dealers in ships, shoes, candlesticks, cabbages and rings are answered either not at all or not to the point, makes two exceptions. An English firm treated his inquiry for seeds as politely as a gentleman dealing with his personal correspondence. Equal consideration was shown by an American paint manufacturer, with the result that Mr. Gibbs is now a confirmed booster for these two firms.

Now there must be something decidedly rotten in the States of America, in spite of their legendary efficiency, if these two cases were really exceptions to the general rule for dealing with inquirers. I decided to make investigations in this conservative old country. This is how.

I wrote in longhand to ten reputable firms advertising footwear, wire-fencing, tooth-paste, motorcycles, domestic furniture, baby-food, pancake-flour, artificial silk goods, portable gramophones, and men's wear, respectively. Vendors of stammering-cures, weight-reducers, and courses for learning to play Stravinsky in twenty-four hours would obviously not be typical. I used my private stationery, and was careful to ask some question calling for personal attention. Thus, the manufacturer of fences was asked whether his fences were galvanized before or after manufacture and why; while the footwear dealer was invited to tell me whether shoes could be obtained with special strengthening in certain parts; and so with the rest of the list.

What happened?

Well, the answers poured in as fast as the post office schedule al-

\* "Why Don't You Pay More Attention to My Inquiries?" page 57, May 12, 1927.

lowed, only one firm failing to plant some sort of communication on my breakfast-table within forty-eight hours. Out of those ten firms, only the tailor and the motor-cycle maker failed to write a personal letter, and the motorcycle man didn't because he had a form-letter up his sleeve that answered my particular query—which I had considered so unusual that it was impossible that it should have been asked before! The tailor ignored my question but sent a parcel that weighed nearly a half pound, and contained patterns and catalogs, a measuring tape and an application form.

Now suppose we take a look at the answers. The first samples and catalogs came in with the usual form-letters: "Dear Sir, Appreciating your inquiry we . . ." etc. Then, a couple of deliveries later, came the personal letters, patient, polite (I had virtually accused the pancake flour man of selling stuff that was poisonous to children) and always with good selling-talk in them.

My inquiries were then apparently ended, though, of course, a series of follow-ups was due to appear. I felt pretty good about the affair. The English may use antiquated machinery and bad advertising, though I would be the last to say so; but they certainly believe in treating inquirers courteously.

Seeing that 50 per cent of Mr. Gibbs' two satisfactory results came from a seed concern across here, I asked the manager of a big mail-order concern in that line to tell me how inquiries were dealt with by his firm—Bees, Limited, of Liverpool. His reply, as it discloses an ingenious way of giving personality to correspondence, is worth quoting in full:

"Each inquiry is dealt with on its merits. A simple request for

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MILWAUKEE—First City in Diversity of Industry!

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## A Lifebuoy for Soap in Milwaukee--

AT ONE low advertising cost the makers of Lifebuoy Soap increased sales 251 per cent in four years by concentrating in The Milwaukee Journal exclusively to thoroughly cover and sell the rich and stable Milwaukee-Wisconsin market.

The Lifebuoy campaign, begun in 1923, brought a 50 per cent increase in 1926 alone over the previous year, according to the 1927 Consumer Analysis of this prosperous sales territory.

Of the nine national toilet soap advertisers in The Journal during 1926, five used this newspaper alone for maximum sales, and the remaining four concentrated from 60 to 100 per cent of their appropriations in The Journal.

The most successful advertisers in all lines use The Milwaukee Journal *alone* to sell America's most stable metropolitan market.

### THE MILWAUKEE JOURNAL

FIRST BY MERIT

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WISCONSIN—First State in Value of Dairy Products!

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a catalog is simply answered by sending the catalog. But let anyone evince the slightest nervousness or anxiety in any matter of culture or treatment, or show a trace of interest in any direction, and the communication is handed over to 'Adam.' The cognomen 'Adam' covers a multitude of sinners. As long as I possibly could manage to deal with the flow I had all these inquiries come direct to me. I found it to be most delightful work dealing with the hundreds and thousands of questions and advising on almost every conceivable phase of gardening and allied interests.

"It was necessary to send many of the queries to the departmental specialists. Intricate inquiries about roses went to the manager of the Rose Department. Letters from people who were puzzled about fruit were digested by the man who had charge of the Fruit Section and so on.

"In addition to this, 'Adam' is 'featured' in every catalog as offering his assistance to everybody. People who don't know exactly what to order, or how many, or how to arrange or plan, take advantage of this service. All it costs them is a stamped addressed envelope.

"We make absolutely no use whatever of form letters. We tried them, but found that the queries were too dissimilar. Scarcely two queries in a thousand could be answered in quite the same way."

However, a piece of luck then happened which broadened my smile considerably. A young lady who had just organized a charity garden party—you probably know the kind of thing, with stalls selling everything from cut flowers to autographed books—happened along and told me how she had levied on advertisers for this purpose. She proved to be a methodical and efficient mendicant, and had kept account of all her deprivations. I found that she had written to sixty-five different firms, asking whether they would care to send a few samples which could be sold for small sums in

aid of the charity, pointing out that this would be good business for them—which is more than doubtful—and for a good cause, which was doubtless true enough.

Fifty of these firms wrote within three days regretting they couldn't send out samples, but offered their ordinary goods at specially reduced rates (presumably the wholesale prices). Fourteen sent vast quantities of samples with polite notes, wishing success to the fete, and one made no reply at the time but sent a handsome motor-van with two uniformed attendants half an hour before the opening of the garden party. The attendants sought out the lady, saluted smartly, and said that they had brought fifty loaves of Hovis bread freshly baked that morning, with fifty large shopping bags to hold them. Could they do anything to assist the lady in setting the bread up in her stall, or in any other way?

Why this difference, in two countries which resemble each other far more, in their business methods, than either of them resembles any other? Partly, I suspect, because our traders do not get so many letters. This is not a natural mail-order country. Our geographical distances are trifling; you can get a letter delivered anywhere in the Kingdom within twenty-four hours of mailing, at the longest; and there is rural free delivery daily everywhere. There isn't a family that cannot go shopping at least once or twice a week in a fair-size market town, and the automobile makes personal dealing easier every year. Thus, we do not write so many letters of inquiry as you do, and what we do write receives better attention.

But, of course, that is no excuse for the kind of thing of which Mr. Gibbs complains. Neglect of the smallest inquiry is gross and dangerous inefficiency, wherever found.

#### Has Glue Account

Robert R. Burrage, New York, manufacturer of glue, has appointed Charles Z. Offin, New York, advertising agency, to direct his advertising account.

**New England's Second Largest Market**

# Rhode Island's Food Supply

Rhode Island—noted for its density of population and the diversity of its industries—with its population 97% urban and 3% rural—depends upon outside sources for nearly all of its total food supply. Many carloads of foodstuffs are shipped into this state daily to supply the demand. This market offers great opportunities to manufacturers and producers of food products. The population is served through 1800 grocery and delicatessen stores. These stores are served through 21 wholesale grocers and 27 produce dealers with Providence as the distributing center.

## The Providence Journal and The Evening Bulletin

with a combined net paid circulation of 110,000 reach the great majority of English speaking families in Rhode Island which enable the advertiser to reach this market at a minimum cost.

### **Providence Journal Company** *Providence, R. I.*

Representatives

Charles H. Eddy Company  
Boston New York Chicago

R. J. Bidwell Company  
San Francisco Los Angeles Seattle

# What's the mattit?

THE neighbors think he's crazy. You can't blame them. Respectable young husbands and fathers don't ordinarily come dancing in from the 5:15 like a hamadryad on midsummer's eve... leastwise not in Rogers Park.

How can they know that something BIG has come into the life of Morton V. Perkins and family of two . . . that he's just received his first big RAISE . . . that now the Perkinses can have a CAR? Yet, that's just it. The boss has listened to reason and from now on bigger and better pay checks are to make possible a smart 1927 model for the Perkins household.

But make no mistake about it. Perkins isn't going to buy A car . . . any old car . . . he's going to buy THE car. Perkins reads The Chicago Daily News every evening. Automobile advertising in this effective medium has made him brand conscious. He is now ready to deliver himself "pre-sold" to somebody's salesroom.

## THE CHICAGO DAILY NEWS

Member of The 100 Best Newspapers in the World

Advertising  
Representatives :

NEW YORK  
J. B. Woodward  
110 E. 42d St.

CHICAGO  
Woodward & Lothrop  
366 N. Michigan Ave.

Average Daily Net Paid Circulation for Six Months Ended June 31, 1927

# With young Perkins?



Thousands of young fellows in Chicago and suburbs are on the brink of the BIG moment.

The car they'll buy will be the car they're being sold now. The consistent week-day leadership of The Daily News in automobile display advertising is the best evidence that manufacturers and dealers find it the most effective week-day medium through which to reach the Perkinses of Chicago and suburbs during the important period when that first car is still but a rosy prospect.

## GAILY NEWS

*Top of American Cities*

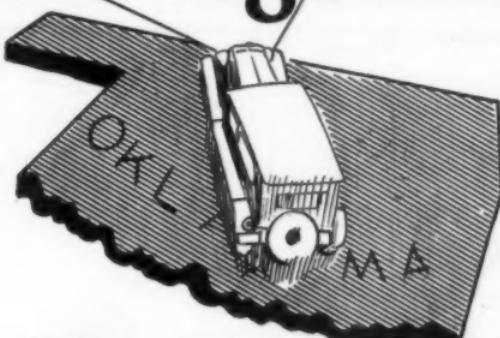
CHICAGO  
ard &  
Michigan

DETROIT  
Woodward & Kelly  
Fine Arts Building

SAN FRANCISCO  
C. Geo. Krogness  
253 First National Bank Bldg.

End June 31, 1927, 439,990—95 per cent in Chicago and Suburbs

# Oklahoma's standing in Auto registrations



**15<sup>th</sup> in total registration  
8<sup>th</sup> in numerical increase  
2<sup>nd</sup> in percentage increase**

FIGURES just received from the National Automobile Chamber of Commerce show that Oklahoma ranked 15th in 1926 automobile registration, 8th in numerical increase and 2nd in percentage increase, being exceeded only by Florida.

In spite of these facts there is only one motor car in the state of Oklahoma to every 5.20 people. With equal selling conditions this would mean that the opportunity to sell automobiles in Oklahoma is greater than Iowa, Florida, Nebraska, Kansas, Michigan and many other states where the ratio between persons and number of

motor cars ranges from 3.73 to 5.14. Yet according to Babson, selling conditions are *not* equal in all these states! In his latest report Mr. Babson says that advertisers should concentrate on 7 states, one of which is Oklahoma! Nation's Business and Forbes also point to the big Oklahoma farm market as an unusually profitable field for sales success.

If you want to take advantage of Oklahoma's selling opportunities; if you want more people to buy what you have to sell—use the 177,456 circulation of the Oklahoma Farmer-Stockman!

Carl Williams  
Editor

**THE OKLAHOMA  
FARMER-STOCKMAN**  
Oklahoma City

Ralph Miller  
Adv. Mgr.

E. KATZ SPECIAL ADVERTISING AGENCY

New York Chicago Detroit Kansas City Atlanta San Francisco

P 23, 1927

# Natural Fiscal or Calendar Year: Which Is Better for Business?

University of Illinois Survey Shows Certain Distinct Advantages in Adoption of Former

By G. A. Nichols

AFTER making a careful survey of some sixty lines of business the Bureau of Business Research of the University of Illinois has concluded that the "natural fiscal year," so-called, is better for business than is holding to the calendar year as being the proper fiscal year.

The bureau has supplied PRINTERS' INK with its findings made after the results of a questionnaire had been digested. These findings assume added importance when it is considered that they are based largely on the replies of bankers throughout the country to these questions:

"Is it desirable from the banker's point of view to have a large number of business concerns choose a fiscal year that does not coincide with the calendar year? Will you please give your reasons?"

In the correspondence it was pointed out that financial statements prepared at the close of the natural fiscal year, instead of at the end of the calendar year, are of greater value to the management of a business, because they then reflect the results of completed seasonal activities. At this time the company will have completed its purchasing, manufacturing, selling, and collection activities for the season, and there will be a lull in the business, which marks the close of the natural fiscal year. Raw materials will have largely been absorbed in manufacture; the bulk of the year's production will have been finished and much of it marketed; and the resulting accounts receivable will have been substantially liquidated. Thus, the balance sheet and profit and loss statement prepared at this time will reflect the results of a natural operating season.

As an example, consider the coal

mining industry, as revealed in a letter from a coal mining company:

The coal year really runs from April 1 to March 31; wage contracts with miners are dated April 1, and any changes in production costs due to wage changes would be more clearly shown in a year extending from April 1 to March 31. Statements made as of December 31 embrace parts of two "coal years"; the calendar year is part of two seasons.

The date which marks the division between seasons is usually a time at which inventories will be low. This is the logical time to take the inventory, for then it can be tallied with greater ease, less expense, and fewer possibilities of error. Employees, who at that time are usually not as busy as formerly, can be used to take the inventory—thus saving some of the cost of additional help which is often necessary when the inventory is taken at the close of the calendar year. When the inventory is low is also the time at which it is easier to note the slow moving stock, and arrange to move it off the shelves.

The dull season is also a logical time to consider plans for the ensuing year. At this time the management can look back on the results of the operations of a natural season, and formulate new plans to correspond with the expected developments of the past year. This is the time to make new sales contracts and wage contracts, which the results of the past year indicate will be best for the company concerned.

The use of the natural year would cause the demand for the services of public accountants to be spread more evenly over the year, so that the best accountants would be more readily available. Under present conditions, so many organizations demand the services of public accountants immediately

after the close of the calendar year, that, in order to meet the demand, accounting firms are forced to employ temporary men, and as a result the clients can not always be given the highest grade of work.

Comparisons and statistical data made up from statements showing the results of a natural year's operations are of much more value than similar information taken from statements prepared at closing dates which have no seasonal significance. Closing the books at an arbitrary date confuses the significance of any statistical averages, owing to the inclusion of parts of two different seasons in the results. Selling prices may be changed between seasons, sales policies or general business practices may be altered—all of which tend to make the natural year's operations the logical unit for comparison. The statistical data prepared from the results of the operations of the natural year, however, will contrast the results of different wage contracts, different sales contracts, and different policies of management, in a way to be of great value to the executives.

The bureau also sees in the fiscal year certain advantages to bankers.

A copy of the annual statements of most business houses finally finds its way into the hands of the banker, and is filed with the credit department of the bank. With a large proportion of corporations closing their books as of the calendar year, the credit departments of banks throughout the country are congested with statements the first three months of the year. By having the financial statements from customers come in according to the natural closing dates throughout the year, the work of the credit departments would be distributed more evenly. The banking executive then has a better opportunity to make a more careful and complete review of the statements. It is difficult to analyze and digest the data as soon as received, although this is the natural inclination. Where statistical information is kept regard-

ing clients' affairs, the work could be more carefully handled if distributed over the entire year.

Coincident with the filing of a financial statement, moreover, a great many customers deem it an opportune time to make their borrowing arrangements for the ensuing year. Although the banker watches the borrower's account throughout the year, it is at statement time that he is likely to make the principal study of the client's affairs. This may be delayed because of the congestion of statements. With statements from various clients coming in at different times during the year, the banker has the opportunity to study more thoroughly the affairs of each customer before considering his line of credit.

The point is also made that bankers are much interested in the situation which results from the fact that, for the most part, the corporations which close their books at the end of the calendar year borrow the money to pay their income taxes, quarterly, on March 15, June 15, September 15, and December 15. This causes the borrowing to increase on the dates indicated, and occasionally renders temporary financing more difficult. If corporations used the natural business year, and rendered their tax returns on that basis, the payment of taxes would be more evenly distributed over the twelve-months period. Consequently, bank loans for this purpose would, likewise, be more evenly spread.

Several bankers call the bureau's attention to the fact, that many calendar year statements are "dressed up,"—that is, activities are arranged in order to make the balance sheet reflect a more favorable situation than is natural for that time of year. This "window dressing" is brought about, in part, by the feeling that the statement to be submitted does not make as good a showing as is justifiable. This feeling is attributable largely to the fact that the calendar year statements do not truly reflect the condition of a seasonal business. Borrowings may be substantially reduced at an unnatural time, in order to make a more favorable

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statement showing during an active season; this tends to slow up business when it ought to be functioning at its maximum. If statements were prepared at the logical time, there would be no occasion for artificial "dressing up."

The statements prepared at the close of the natural year, say the correspondents in substance, will show all business organizations at the same stage of operation; that is, "cleared up," and at a rest point; while those prepared as of the calendar year will show some companies at the end of their natural fiscal year, some at the peak of activities, and others at various intermediate stages. Each calendar year balance sheet will be a picture of a business at a different stage of an annual cycle. This will tend to confuse any comparisons that may be made. Comparisons for any two years for the same company which uses the calendar year are likely to be confusing, because the effect of different policies and contracts entered into at the beginning of a new season will be divided; this division will be reflected in the statements of the two different years.

Even though two companies in the same industry use the calendar year as a basis for closing the books, each may be in a different stage of the season's activities owing to geographical location or the like. This sort of situation, bankers point out, tends to confuse any comparisons attempted as between enterprises within an industry. If the companies used the natural fiscal year, however, comparisons would be made which might lead to "standards for the industry." These would be of assistance to the banker in passing credit. The significant factor is that one year's operations would then be directly comparable to the operations of any other year. It is much more logical that the results to be compared should comprise one natural season rather than parts of two different seasons. Comparison made with other concerns in the same industry would then become more significant to the banker as well as to the management.

There is yet another comparison

which would be facilitated by a general adoption of a natural business year. This is the comparison of industry with industry. Concretely, if the natural business year of the coal mining industry, April 1 to March 31, were used as the fiscal year in comparing the financial structures of this industry with the financial structures of the cement industry, whose natural and fiscal years coincide with the calendar year, the accuracy of the comparisons would be considerably enhanced. It would lead to erroneous results to base these comparisons on calendar years, for at the end of the calendar year the coal industry would be at the height of seasonal activity, while the cement industry would be at the lowest ebb. The inventories of the coal industry, for example, would be at the peak, while those of the cement industry would be the lowest of the year. The calendar year comparison would thus take these industries at different stages of activity, when a part of the apparent differences in financial structures, as expressed in the fundamental balance sheet ratios, would be due to the respective seasonalities rather than to financial conditions as such. An accurate comparison could be obtained only if each of these industries were taken at the close of its own natural business year. Any differences in financial structures observed at that time could then be safely attributed to inherent differences between the two industries.

#### BANK CREDIT DEPARTMENTS WOULD BENEFIT

Under present conditions the credit departments of banks receive statements from business concerns as late as three months after the closing of the firm's books. This sort of statement does not produce the best credit information. Yet the whole financial structure of our country is dependent upon the most accurate credit information that can be secured. It is manifestly better that the credit lines throughout the country be analyzed more promptly following the close of the operations of a fiscal year. This could be brought about if the state-

ments came into the banks more promptly after the close of the year's operations, as would be the case under the widespread use of a natural business year.

The advantages of a natural business year to professional accountants will be observed to be, in a large measure, advantages to their clients as well. In fact professional accountants themselves could not justify any other kind.

A more general adoption of the natural business year would result in an accounting profession consisting, in greater proportion than at present, of well-trained, experienced men. This, the professional accountants feel, would enable them to give improved service to all clients.

Conducting an audit after the close of a client's natural season does not offer the same multitude of small technical difficulties as are encountered when the audit is made in the midst of a particularly active season. If audits were made at the logical time (i. e., when receivables, inventories, and borrowings are low), the task of verification would be made easier, and the client would be the gainer, because reports containing more constructive suggestions would then be possible.

The accountant's work would be spread more evenly throughout the year, so that he could be on hand promptly after the close of the natural year's operations. Then, too, the accountant and the executive could have a personal consultation oftener after the report was prepared concerning the financial condition of the concern—a practice which is altogether too rare, largely because of the pressure under which accountants work at present. The value of the accountant's report to the executive would be greatly enhanced through an hour's conversation, in which the accountant could discuss broadly certain aspects of the business in the light of his knowledge and experience.

The questionnaire's results also showed that the Bureau of Internal Revenue would be among those gaining benefits from the fiscal year.

The custom of closing books at December 31 not only puts a burden upon the bankers and accountants, but the Bureau of Internal Revenue of the Federal Government receives a correspondingly large proportion of tax returns at substantially the same time. Were this work distributed throughout the year, a more uniform staff could be maintained, and the work performed more efficiently with a probable saving in expense.

The collections by the Treasury Department from taxes also come in, for the most part, on four specific dates, March 15, June 15, September 15, and December 15. If the rendering of tax returns were distributed throughout the year, the collections would flow in more evenly, and more nearly in accord with the Government expenditures which are to be made therefrom.

Although the Bureau of Internal Revenue is far behind at present, such distribution of the work would help to simplify the problem of keeping up to date. The Bureau in Washington would also be benefited, because the number of cases whose statute of limitations would expire at a certain date would be spread out.

#### J. D. Barnum Made Publisher of Rochester Newspaper

Jerome D. Barnum, publisher of the Syracuse, N. Y., *Post-Standard*, has assumed the duties of publisher of the Rochester, N. Y., *Democrat and Chronicle*. As part owner of the Syracuse *Post-Standard*, he will continue as its publisher, which position he has held for the last ten years. Mr. Barnum has been with the *Post-Standard* for more than fifteen years.

Robert W. Disque, business manager of the *Post-Standard*, will go to Rochester to aid Mr. Barnum in the management of the *Democrat and Chronicle*. Mr. Disque will be assistant publisher.

Herbert J. Winn continues as president and treasurer of the Rochester *Democrat and Chronicle*.

#### Merck & Company Advertise New Disinfectants

Merck & Company, Rahway, N. J., are advertising two new disinfectants, Iodine Vermicide and Iodine Suspensoid. Wilson & Bristol, New York advertising agency, have been appointed to direct the advertising of these products. Poultry publications are being used.



## Ask me another—

Which Philadelphia newspaper goes daily into nearly every home, office, store and factory in Philadelphia, Camden and surrounding towns?

3,005,090 people live and buy  
in the Philadelphia retail area.

One newspaper sells 546,527 copies daily

**81% INCREASE  
IN  
COLOR  
ADVERTISING  
IN THE  
NEW YORK EVENING JOURNAL  
FIRST SIX MONTHS OF THIS YEAR**

**COLOR PAGE ADVERTISERS  
IN THE**

**NEW YORK EVENING JOURNAL**

Alice Foote MacDougall  
Coffee  
Balkite Radio Accessories  
Camel Cigarettes  
Canada Dry Ginger Ale  
Cherumy Face Cream  
Chevrolet Motor Cars  
Chips  
Cocomalt  
Colgate Products  
Congoleum  
Duce

Erector Toys  
Farrand Speaker  
Freshman Radio  
Insulite  
Lemade  
Lionel Trains  
Mavis (Chocolate Drink)  
Maxwell House Coffee  
Murphy's Oil Soap  
Napolin Tissue  
Onyx Hosiery  
Pabst-ett  
Pillsbury Pancake Flour

Reis Underwear  
S.O.S. Cleanner  
Squibbs' Shaving Cream  
Sumoro (Orange Juice)  
Vogue Ice Cream  
Westinghouse Electric  
Wheatsworth Flour  
White Rose Bread  
Willys-Knight Automobiles  
Willys-Overland Automobiles  
X-Bazin



SI DOMINATE  
40%  
OF THE LARGEST MARKET  
IN THE WORLD WITH  
COLOR  
IN THE  
YEAR NEW YORK EVENING JOURNAL

CIRCULATION FOR SIX MONTHS ENDING  
MARCH 31st, 686,740 DAILY NET PAID

More circulation than the Evening World  
and Sun combined—PLUS 113,816

NEW YORK  
EVENING JOURNAL

Greatest circulation of any evening newspaper in America and a  
QUALITY circulation at THREE CENTS a copy daily and  
FIVE CENTS a copy Saturday

Hearst Building  
Chicago, Ill.

2 COLUMBUS CIRCLE  
New York City

General Motors Building  
Detroit, Mich.

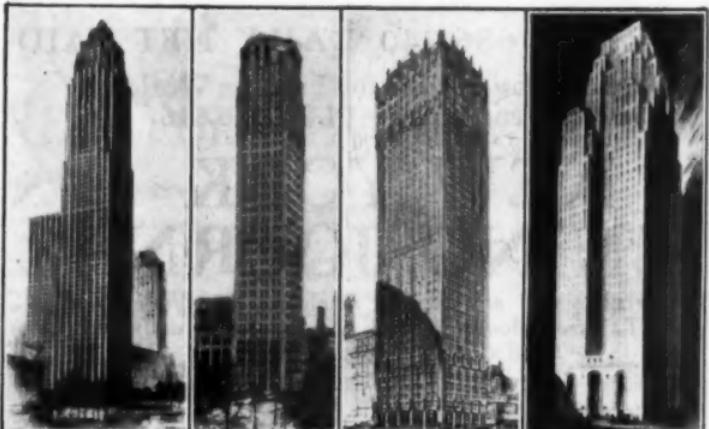




## Big Business Shows Its Confidence in Detroit's Future

Eighty million dollars' worth of business buildings prove it beyond argument, for the builders of these magnificent structures are among Detroit's greatest industrial leaders: the Fisher Brothers of the Cadillac Motor Car Company, the Barlum Estate, the Book Brothers, the Eaton Estate, the Murphy Estate and others. They know what a great market Detroit is and how much greater it is destined to be. Advertisers of this great market likewise know how superior The Detroit News is for covering this market and employ it more than the two other papers combined.

*Buildings, left to right, top: Barlum Hotel, Fisher Building, Hollywood Theater, Detroit Leland Hotel. Bottom row: Book Tower, Eaton Tower, Barlum Tower, Penobscot Building.*



# The Detroit News

*Detroit's HOME newspaper*  
365,000 Sunday Circulation—330,000 Weekday Circulation

# Three Ways to Team Jobbers and Direct Selling

An Answer to Manufacturers Who Want to Know How Other Houses Get the Accounts Their Jobbers Can't Close

By Albert E. Haase

**I**N less than three weeks five different businesses asked for information on the same subject. When the fifth request was made a PRINTERS' INK editorial representative took notes of the conversation. From those notes, made in the office of the president of a certain business, it is possible to set down a clear description of this common problem of these five different manufacturing companies. That problem, it has since been found, is a source of much worry for many more than five businesses. It is, in fact, the problem of every national advertiser whose sales success depends upon his ability to have his product in every easily accessible retail store.

"We spend well over a million a year on advertising," said the president of the fifth house that raised this question. "This advertising," he continued, "backs up a force of jobbers which, in point of numbers, only a few manufacturers in this country can equal. More than that: It backs up a force of jobbers who like us. If you asked them, they would tell you they liked to do business with us because we are 100 per cent loyal to them. They sell our entire output and they get a liberal discount for doing the job. In addition to this big discount, they get the services of our own sales staff of 120 men. We have not only played the game with them by giving them a good profit and by protecting them on every sale, but we are spending more than a half million a year on a sales staff that sells for them."

"Yet, in spite of this record of 100 per cent loyalty, in spite of all we spend we're not getting the business to which we are entitled. I know, because I have had an analysis made of our sales to dif-

ferent types of stores. We're not getting the business of department stores. We're not getting the chain-store business. We are not getting the big Main Street stores of the country. I don't mean to imply that you won't find our goods in these stores. You can get them in a few if you insist. They carry a small assortment for customers who demand them.

"However, the jobbers say that these accounts won't buy from them. And these accounts say they won't buy from jobbers. They want to buy direct. What I want to know is whether or not we can sell them direct and still keep the jobbers interested in selling the smaller accounts? We can't sell direct to every account in the country. We must have the jobber. Yet we can't afford to be out of these other stores. If we can't get in them in the right way, we might as well make a deep cut in our national advertising, for there is no use spending as much as we do in advertising if the public can't buy our product in places where they expect to buy it. What I want to know, if you can tell me, is the story of other manufacturers who have had this same problem and how they have met it. I think things would be easier for us today if we hadn't been so loyal to our jobbers in the past."

#### THREE SOLUTIONS OF PROBLEM

To this proposal, PRINTERS' INK replied that an endeavor would be made to get concrete examples on the manner in which other companies had met this problem. A list of officials of certain businesses, who appeared to be most likely to have experiences on this subject, was picked. From questions put to those on this list, three different ways were uncovered in

which manufacturers are meeting this problem today. These three ways are:

- (1) By using different brands for different outlets.
- (2) By straddling the job through their own salesmen and through jobbers.
- (3) By using the jobber as a jobber on certain accounts and as a direct factory salesman on a commission basis on other accounts.

It is our purpose to explain these three methods by citing under each heading the experiences of different manufacturers. The entire subject is being considered from the standpoint of the manufacturer.

Most of these manufacturers spoke only on condition that their names, the names of their companies and the names of their products would not be used. It was obvious from the start that such a condition would have to be made. The possibilities for jeopardizing relationships with jobbers were too great to permit of any other handling of the matter. For that reason no names are used in the specific cases which are cited.

*(1) By using different brands for different outlets.*

Certain manufacturers have taken to this method of meeting the problem because of fear of running any risk of disturbing jobbers. Others have adopted it because of recognition of the fact that the clientele of different types of retail outlets demand a different quality. In the latter cases, the question of the jobber did not enter into the matter. Such businesses simply realized that so far as they were concerned different outlets were in reality different markets and in order to be obtained and kept they must be given what they wanted.

A manufacturer of cosmetics has three different lines. One for chain stores, one for department stores and a line that is chiefly in independent drug stores, but which also finds its way into department shops and into some chain stores in small quantities. The first two lines he sells direct and the third through jobbers

only. The third line is nationally advertised.

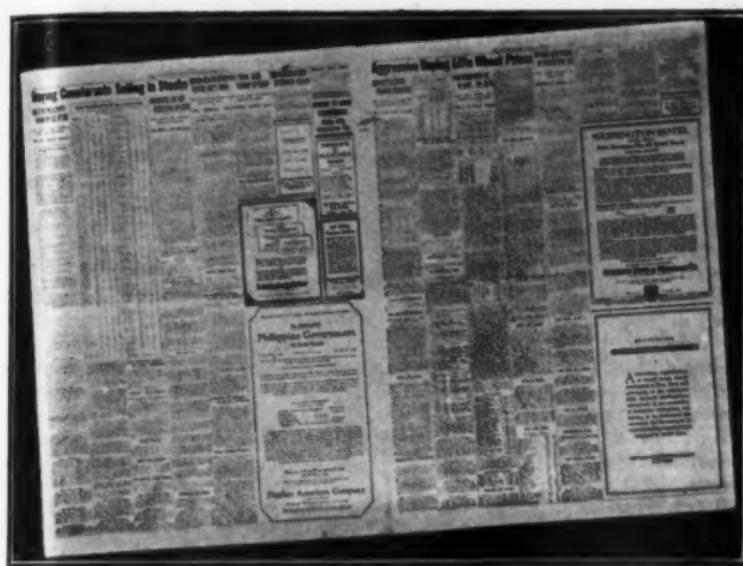
A maker of another product bought by women, which can only be described here by saying that it is bought for convenience as well as adornment, uses this same method in exactly the reverse fashion. He sells his nationally advertised brands through department stores and chain stores and his unadvertised brands through jobbers who are free to sell them wherever they can as their own brands. In spite of the fact that this manufacturer decided to sell his advertised product direct to department and chain stores and his private-label products through jobbers, it is his advice that a manufacturer already selling to jobbers should let the jobber continue to handle the advertised product and that another brand be added for chain and department stores.

It is not safe to generalize on which type of outlet should be used for the advertised brand, if only one brand is to be advertised; nor is it safe to generalize on which type of outlet should be sold the higher quality of product. In fact, in some cases, the product remains the same; only the label is different. When the quality is the same it usually will be found that the manufacturer added another brand in order to avoid any possibility of giving offense to jobbers and not because a different grade of market existed.

The manufacturer whose products we have referred to as "cosmetics" found that he could sell a lower grade through department and chain stores. They had different brand names, of course. On the other hand, a textile house, handling several national specialties and a long list of staples, which is highly dependent upon the jobber for the bulk of its business, has found it possible to sell certain products direct to department stores under his own family of products name without arousing the antagonism of jobbers. Those particular products are of higher quality than the rest of the line. The reason for this condition, an

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## The NEWS Breaks Another Space-Buying Precedent!

**I**N a number of large cities, the leading morning paper carried, in 1926, three times the financial linage of the leading evening paper.

But in Indianapolis it's different! In 1926, The INDIANAPOLIS NEWS, with its six evening issues a week, carried 15% more financial linage than the 7-day morning paper in Indianapolis.

Here, again, The NEWS breaks a space-buying precedent. . . . Another example showing the strong preference for the greater daily circulation, the greater city coverage, and the greater advertising prestige offered by The INDIANAPOLIS NEWS.



## *The INDIANAPOLIS NEWS sells The Indianapolis Radius*

FRANK T. CARROLL, Advertising Director

New York: DAN A. CARROLL  
110 East 42nd St.

Chicago: J. E. LUTZ  
The Tower Bldg.

officer of the company says, lies in the fact that the jobber realizes that department stores represent the only outlet for these higher quality products and that such stores will not buy them from him.

In no single case that we have come across has any manufacturer put consumer advertising behind more than one brand of the same type of product. The scheme of selling several brands is still too new, in the sense that not many are using it, to permit of the experimentation with advertising on more than one brand. It may, however, be expected, if the practice of having different brands for different types of retail outlets grows, that some manufacturer will try advertising for more than one brand.

Under this same heading of "special brands for different markets" attention should also be called to the fact that a number of manufacturers of widely advertised products have found it possible to sell direct to chain stores which handle only such articles as can be sold within certain fixed retail price limits. They succeed in doing this without antagonizing jobbers, by making a special size for such stores. That size is usually called a "sample size."

"The jobber," said a manufacturer of a shaving cream who brought up this subject of special sizes for five-and-ten-cent stores, "seems to be satisfied with an explanation that such retail outlets are only carrying on a sampling campaign for our product. We tell him how this sampling will send satisfied users to regular stores, and it does." The number of manufacturers who can get the business of that particular portion of the chain-store market is, however, limited by the nature of the product. There are too many manufacturers whose products cannot be altered in size. There is also a good part of the chain market that cannot be reached in this way. The idea, however, should not be overlooked by those who can adapt it to their business.

(2) *Straddling the job through*

*direct salesmen and jobbers.*

More manufacturers, by far, used this method than any other. To most of them it seemed to be the only answer to the problem.

The first step taken by almost every manufacturer who has successfully sold direct without incurring the ill-will of jobbers has been definitely to classify, by some measuring stick, the accounts that he considers as "direct." This measuring stick is quantity. What that quantity should be, each manufacturer must determine for himself, according to the nature of the product. In certain cases, the quantity factor is entirely nullified if the buyer is in a town below a certain population figure.

Some manufacturers are very emphatic in their warning to beware of proceeding blindly in using "quantity of purchase" as a measuring stick for selling direct accounts. The labels "chain store" and "group buying," they point out, are often unrightfully self-assumed. They have discovered that promoters are selling individual stores a "franchise" which enables them to buy direct. This "franchise" brings no real savings to the individual. It diverts business from the jobber and does not increase the total sales of the manufacturer. Only the promoter of the scheme profits by it. This same situation has been found to be true in certain instances in the matter of group buying. Their advice is to look behind the label. Even entirely legitimate "groups" may mean nothing in the way of increased volume or better distribution for a manufacturer.

After a business has made up its mind on how to classify "direct accounts" its next question is to determine whether or not to use its salesmen who have been selling for jobbers entirely on direct accounts; whether to use part of their time for direct accounts or whether to hire new salesmen for the direct accounts. Opinion is that generally it is best, for two reasons, to hire new men. The first reason is that it would be unwise to remove such props from the wholesaler if he has



## ELSIE SLOAN FARLEY

*Interior Decorator  
New York City*

"It is indeed a great pleasure to tell you I do not think of any one publication which can point to a more splendid achievement than **HOUSE & GARDEN**."

# HOUSE & GARDEN

*One of the Condé Nast Group*

*All members of the Audit Bureau of Circulations*



# *Explorers* in the LAND of WHAT'S WHAT

FEW women nowadays are satisfied with what they have. This isn't merely discontent. It's a reaching out, a striving for, something better.

Gone are the shackles of yesteryear!

Today, nearly every woman, freed by increasing incomes and various labor saving devices in the home, is eagerly seeking new ideas, new interests, new fields to conquer. Particularly does she seek for herself, for

her home and family, new and improved standards of living.

These women are ardent explorers in the land of what's what.

And their number is constantly increasing.

Perhaps ten years ago, a magazine of such large circulation as the new Delineator, combining a smart appearance with the most practical utility, would have been impossible.

But today it is a direct answer to the questions hundreds of thousands of American women are asking,—“What is new? What is distinctive? What is smart?”

The purpose of Delineator, to further the Art of Gracious Living, is an exact reflection of the modern woman's own unceasing purpose.

*And every month more advertisers are  
cooperating with Delineator  
in this purpose.*



# Delineator

*Established 1868*

THE BUTTERICK PUBLISHING COMPANY

## *Lineage Gains*

In the first six months of 1927, compared with the first six months of 1926, Delineator showed an average increase in advertising lineage of 30.3%. Even more important, for the fall issues, we shall soon be prepared to announce almost sensational increases.



## Today—or tomorrow

MOST advertising is planned and written with the idea of creating sales right now, or at least next week or next month.

What about the future? Does it always take care of itself? Is it not worth while to give some thought to the market of a few years from now?

Each year a new generation of children reaches the grown-up stage. They develop new wishes and desires; they marry and start house-keeping and buy food and furniture and automobiles.

It is quite possible to sell the present generation, and at the same time to lay up a stock of goodwill for the next one. We can show you how it is being done.

Inquiries are invited.

**CHARLES FRANCIS PRESS**  
461 Eighth Avenue      Telephone Lackawanna 4300  
Printing Crafts Building, New York

been allowed to become dependent upon them. The second reason is that a different quality of selling timber is required for large accounts.

The third step is to determine a price schedule. This schedule should be based on quantity. There is unanimous agreement that even though a large retail account may buy a greater quantity than any jobber, it should not be accorded, under any circumstances, the bottom price of the largest jobber. This reasoning is based on the assumption that no single retailer or group of retailers performs all of the functions of a jobber. The adoption of this policy, some manufacturers point out, also calls for considerable scrutiny of jobbers. Jobbers, like chain stores and group buyers, who call themselves jobbers, are not always jobbers. A manufacturer cannot shut his eyes to the fact that a jobber who is in reality only a purchasing agent for one or two large retail establishments is not a jobber.

The fourth step to be taken by a straddler is to answer the question of whether or not it should make a public announcement of its new policy. In most instances it has been found best to let the news gradually seep through the jobbing trade. In only one case has PRINTERS' INK come across a written announcement of the adoption of a straddling policy. This announcement was made some time after the policy had been adopted. The manufacturer who made the announcement did not, however, add direct retailer selling to a jobber system. He had been selling direct and added jobbers. His statement was written to a jobber who objected to the fact that the company sold direct to certain accounts. It was a lengthy statement and a detailed one. When read at a meeting of that jobber's salesmen it proved capable of meeting all of the objections that had been raised against this company because it continued to sell direct to certain accounts. Such a result might

well be expected of this announcement because of the frankness with which it dwelt on the company's price policy to direct accounts.

This statement is worth particular attention, because of the manner in which it explains this company's price policy on direct accounts to jobbers. Because it deals so comprehensively with this subject we are quoting here a certain part of it:

"When we started to develop a jobber policy," the statement reads, "there was only one price to all in our industry. On a few articles there were quantity prices. But in most cases there was none. And throughout it all there was no recognition of the jobber. Any-one who bought the quantity could have the quantity price.

"Our first step was to extend those quantity differentials so that they covered our entire line. And then we established the principle that certain customers should not receive the quantity schedules at all because they were not large enough to use them and would simply use the lists to hammer down the jobbers' prices. Then we undertook, for the first time, to analyze our customers and segregate them into jobbers, department stores, and large retailers.

"The next step was to develop a price schedule for each, feeling our way along. At first there was a spread of only 10 per cent between our jobber and retailer prices. Obviously, this was not enough. But it was all we could do at the time.

"About three years ago we determined, after some investigation, to change at the first opportunity to a cleaner policy. We decided to make a greater spread between our dealer and our jobber prices. Just at that time, one of our competitors announced a policy of 'one price to all, great or small.' He sent out his jobber prices to every dealer on his mailing list. We decided that the time had come for us to make the experiment, and we issued our new schedules of prices increasing the margin between the jobbers' prices and

June 23, 1927

June 23

our prices to our dealers to 20 per cent. And that, generally speaking, is the situation today."

To jobbers who ask, in spite of the foregoing explanation, why the prices which the company quotes to dealers are less than the prices jobbers can quote their own dealers, the statement says:

"Our answer is first, that we do not intend to sell your dealers. It is not our intention to compete with you. With 7,000 customers, of all classes, all over the world, we cannot be selling all your dealers. And we do not intend to send out price lists except to customers.

"In the second place, we must be able to sell to the dealer to a certain extent because no jobber carries our entire line. And we must keep the wheels in our factories turning by selling our output. Out of a line of 8,000 items, no jobber carries over 150 of those items. So, you see, we have a problem on our hands of introducing our lines. As jobbers take on more and more of the line, the need for introducing it becomes less and less.

"But most important is this next point. We are working on the 20 per cent basis only on competitive items. Where we bring out specialties of our own, we arbitrarily establish prices which give you the correct spread. There is a situation we can control. And where we can control it, we pursue the policy which we realize is the ideal.

"For example, in our Blank line, we work on a wider spread than on the rest of the line. And on the deals, which are exclusively of our creation, we are in full co-operation with you. Now, while it is true that last fall we were a bit timid and did not have a wide enough spread on the deals, we have increased our retailer prices for January 1 and have improved the situation. And on our new deal our dealer price is exactly the same as our recommended jobbers' resale price."

As further proof of a desire to keep its prices on direct accounts in the right and proper relationship with prices to jobbers the execu-

tive who wrote this statement asked for the co-operation of jobber salesmen in keeping the company's price policy to direct accounts on the right track.

"We are constantly going over our customer lists," he said, "to correct the ratings of our customers. Every customer on our books has a price rating. And we are always checking and rechecking to make sure that the wrong price schedules do not go out to anyone. But in spite of our care, we make mistakes. You can help us correct our lists by co-operating with us."

No other manufacturer interviewed in this survey went as far as did this one in his request to jobbers' salesmen to help keep his prices to direct accounts on the right plane. All, however, are equally emphatic in the belief that unless the price policy to direct accounts is sound and can be upheld there is great danger of the jobber losing interest in the manufacturer's product.

One manufacturer has found it advisable to give all fill-in orders on direct accounts to his jobbers and allow the jobber his regular profit on such business despite the fact that the retailer pays the jobber the price quoted for large shipments direct from the manufacturer. This same manufacturer offers the opinion that a manufacturer who has been selling exclusively through jobbers and who decides to sell direct to large accounts might well consider the possibility of offering jobbers all repeat business from all direct accounts. No case was uncovered, however, in which such a policy on repeat orders was pursued.

(3) *By using the jobber as a jobber on regular accounts and as a direct factory salesman on large accounts.*

Any manufacturer who gives thought to a plan of turning over to jobbers all repeat business on direct accounts should first explore the possibility of considering the jobber as his own direct salesman on large accounts. A textile house doing a national business has lately put into operation such a plan. It first made a thorough and careful selec-

No.

N

Retail  
specific  
Chicago  
ed an

Here

IN C

A

During  
retail  
daily

Signi

C

No. 2 of a series dealing with lineage figures over a 10-year period.

# More Proof of Pulling Power

Retail furniture advertising presents another specific classification wherein the pulling power of the Chicago Evening American has been carefully tested and found highly productive.

Here are some interesting figures:

## RETAIL FURNITURE LINEAGE IN CHICAGO EVENING AMERICAN, 1916-1926

1916 . . . 113,242 lines

1926 . . . 1,083,738 "

AN INCREASE IN TEN YEARS OF 857%

During 1926 the Evening American published more retail furniture advertising than any other Chicago daily paper.

Significant!

**CHICAGO EVENING AMERICAN**

A good newspaper

tion of jobbers. Then it offered those jobbers exclusive territory for its products. In addition, it made them an offer to this effect: On accounts which the company selects the jobber's salesman calls as a representative of the company and offers the company's products at prices set by the company. For all orders obtained from such accounts the company pays the jobber a salesman's commission of, let us say, 5 per cent.

All orders, except fill-ins are shipped direct from the company's mills and are billed direct by the company. The salesman's commission is paid on all business, original and repeat, so long as the jobbing house remains as exclusive distributor of the company. All fill-in business is handled by the jobber, as a jobber, and billed to the direct account at the same prices at which the jobber sells such quantities to his regular run of jobbing customers.

#### THIS PLAN IS VIEWED WITH APPROBATION

This plan is viewed with considerable approbation by one whose opinion is respected by both department stores and textile mills. It is proving satisfactory to department stores, jobbers and the manufacturer. It would seem to hold possibilities for more widespread application by other textile businesses and by other types of business. The chief barrier in the way, in the opinion of several manufacturers, is that there are but few jobbers, and they are mostly all in the textile field, who have a sales staff of sufficient high caliber to carry out such a plan.

A manufacturer who now straddles the problem by using his own men on direct accounts in commenting on this plan said: "When the jobber learns that his big job is selling and not warehousing; when he learns that he must concentrate on a few good lines, and when he learns that he must make an investment in man-power then perhaps I can use that textile plan. Until then, I am going to sell direct to all large accounts."

The weight of experience and

opinion is in favor of straddling. The weight of opinion and experience is that straddling cannot now be done unless the manufacturer keeps his prices on direct account higher than his prices to jobbers.

#### Business Papers Consolidate Trade Publications, Inc.

Trade Publications, Inc., New York has been formed through the consolidation of the following business papers: *The American Architect*, *Music Trade Barber's Journal*, *Beauty Culture*, *Musical America*, and the *Perfumer's Journal*, all of New York. The new company will be headed by Walter Howey and Verne Porter.

Mr. Howey has been publisher of the *New York Mirror* and formerly was editor of the Boston *American*. Mr. Porter was formerly editor of *Cosmopolitan*, New York, and associate editor of the Hearst group of magazines.

#### McKenney & Taylor Add to Staff

J. Lawrence Bradlee, for many years associated with the J. Walter Thompson Company, Inc., and later advertising manager of the International News Company, has joined the staff of McKenney & Taylor, Inc., New York advertising agency.

M. B. Vankin, recently with Wood Advertising, Inc., has also joined the staff. He was formerly advertising manager of Chickering & Sons, Inc.

Edward R. Harris, formerly with Dorrance, Sullivan & Company, Inc., has been made service manager.

#### D. M. Budd Made Art Director of Frank Presbrey

Denison M. Budd, formerly a partner of the Lohse-Budd Company, New York, advertising art service, has been appointed art director of the Frank Presbrey Company, New York, advertising agency. He was, at one time, art director of Frank Seaman, Inc., New York advertising agency.

#### Glenn Garrison Joins Paul Cornell Agency

Glenn Garrison has joined The Paul Cornell Company, Inc., New York advertising agency. He was formerly vice-president of John D. Boyle, Inc., advertising agency, also of New York.

#### M. S. Campbell with Crowell

Morgan S. Campbell, recently with the Johns-Manville Corporation, New York, has joined the sales promotion department of the Crowell Publishing Company, New York.

# An Excess Circulation of 8,079,286

CIRCULATION figures for the month of May increase the record set since January 1st by two of the fastest growing newspapers in Greater New York.

## Net Circulation for May

Gain Over  
1926

The World (6 days)	335,725	52,657
The Evening World	333,864	35,239

For the first five months of this year, THE WORLD, THE SUNDAY WORLD and THE EVENING WORLD have delivered a total Excess Circulation of 8,079,286 as compared with the same period last year, divided as follows:

## Total Net Copies Circulated in Excess of 1926

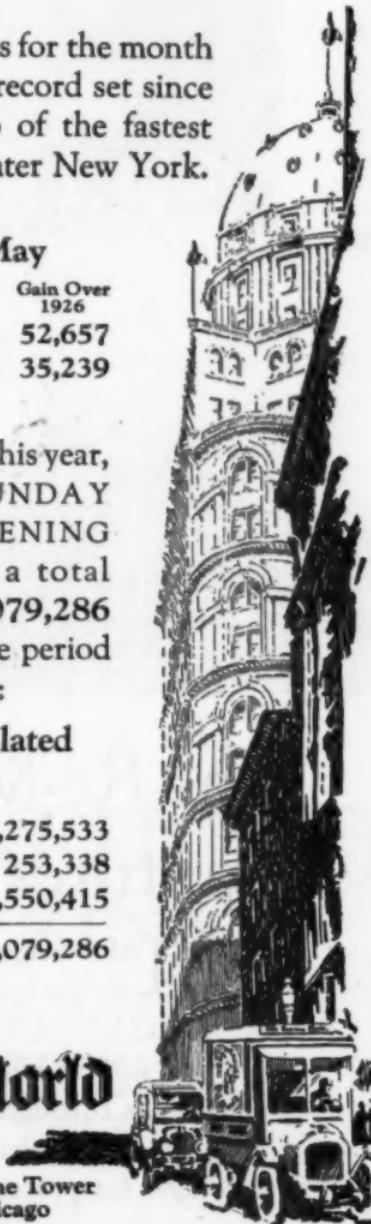
THE WORLD (6 days) . . .	5,275,533
THE SUNDAY WORLD . . .	253,338
THE EVENING WORLD . .	2,550,415

Grand Total 8,079,286

**The**   
**World**  
NEW YORK

Pulitzer Building  
New York

Tribune Tower  
Chicago





*Showing the metamorphosis of an old house in Dixon, Illinois. The exterior and interior are being completely remodeled in conjunction with The National Rebuilding Campaign.*

## The Re-Modeling Idea Captures Main Street

**M**AIN Street home owners are taking an active interest in The HOUSEHOLD MAGAZINE'S re-modeling project, now under way at Dixon, Illinois. Thousands of homes throughout the country are ready for just such rehabilitation—their owners are eager for practical guidance and information.

Practicability is the keynote of The National Re-Building Campaign undertaken by The HOUSEHOLD MAGAZINE. In re-designing the house at Dixon, The HOUSEHOLD MAGAZINE architects stayed well within the capacities of the average carpenter-builder and the home owner. The re-modeling will cost less than \$3500.00 and will add about \$6000.00 to the value of the house.

The National Re-Building Campaign is real news to Main Street—and to national advertisers. It is crystallizing action that has long awaited a cessation of the building boom. By re-creating a favorable buying mood in Main Street The HOUSEHOLD MAGAZINE presents an opportunity to manufacturers of building materials and home products.

Now is the time for an effective advertising message to the 1,650,000 Main Street families that read The HOUSEHOLD MAGAZINE.



# *The* HOUSEHOLD MAGAZINE

"THE MAGAZINE OF MAIN STREET"

CHICAGO: 608 South Dearborn Street

NEW YORK: 420 Lexington Avenue

SAN FRANCISCO: 201 Sharon Building

ARTHUR CAPPER  
Publisher

D. M. NOYES  
Advertising Manager

## In 1920—

Detroit	( <sup>CITY</sup> Population)	993,736
News	( <sup>CITY</sup> Circulation)	205,911
Times	( <sup>CITY</sup> Circulation)	5,025

The News claimed to cover Detroit—  
*and probably did.*

## In 1927—

Detroit	( <sup>CITY</sup> Population)	1,702,314
News	( <sup>CITY</sup> Circulation)	249,036
Times	( <sup>CITY</sup> Circulation)*	241,834

**The News still claims  
to cover Detroit--You  
figure it out, we're  
too busy.**

\* Evening, except Saturday

# Are We as Mean as All That?

If We Are Judged by Some of Our Advertisements the Historian of the Year 2001 Will Describe Us as a Cruel Bunch Who Sneered and Laughed at Our Friends

By Percy Waxman

Associate Editor, "Pictorial Review"

EVERY now and then you read somewhere that when the time comes for some future historian to find out exactly what sort of people lived in the world of 1927, he will consult, not novels, essays, or biographies, but advertisements taken from the popular newspapers and magazines of the day.

Some cloistered wiseacre is reported to have declared that advertisements more truthfully reflect the customs, manners, and ideals of a nation than any other one thing. The psychoanalyst boys assert that they betray us as we are, when off our guard. If this is true, the historian of 2001 A.D. will come to the conclusion that a queer race of people must have been cluttering up that section of the globe known as the United States in the beneficent days of Calvin Coolidge. That is, if the painstaking historian happens to run across some of the pains-taking advertisements that I have been patiently collecting for several months past. If he casts his historical eye over some of my exhibits he will be very much inclined to believe that a pretty mean and cruel bunch must have been in existence at that time and in that place.

I recently wept a copious and sympathetic downpour over a touching advertisement which described in detail the anguish and distress of a young bride who did or did not do something or other as she sedately walked down the aisle. I don't quite recall what her particular sin was. Her veil came from the wrong shop or perhaps she smiled twice instead of once, or flicked a fly off her arm, but whatever the sin of omission or commission was, the advertisement went on to state that a handful of her most intimate friends tittered cruelly at her when they

noticed it, bringing the blush of shame to the cheeks of the embarrassed lady.

Even the minister forgot his brotherly love and his manners enough to frown at the unhappy creature. I learned also from the account of the incident that the poor little soul spent a miserable day after her friends' outbursts and that even the legalized caresses of her manly groom failed to soothe her. Imagine what that future historian is going to think of us when he reads the words I have preserved from this terrible indictment of our 1927 manners.

Picture yourself on your wedding day, all keyed up with excited anticipation and then at the crucial moment to be *tittered* at by your closest friends because you didn't know whether to unbutton your left glove or your right, or whether to wear athletic underwear or an appropriate union suit. Are friends really like that?

## DO YOU USE THE RIGHT FORK?

Perhaps you, too, may be guilty now and then of some sort of social errors—slight ones, no doubt—but still errors. But suppose you should, say, at dinner chance to pick up the salad fork and start work on a clam with it, do your friends titter at you? Do they sneer at you? Do they make you the goat for your lapse? No, indeed. Nine times out of ten they are too busy doing likewise to notice what you're up to.

And I know. I am an inveterate diner-out. I thrive on society. It is my oxygen. My very life-essence. My manners are said to possess a touch of the French court before the Revolution. The stateliness of my bow is unequalled in America. Foreign noblemen have been known to envy my Chesterfieldian demeanor. But I'll be

frank about it. I may as well own up. When I, even I, see ten or a dozen forks on the left side of my plate I never can remember if you start on the outer line and work in or begin with the one nearest your plate and use them one by one to the outer rim.

For years I could not remember which was the fork for the salad and which was the one I ought to keep for the dessert, and yet nobody ever laughed at me. Nobody ever embarrassed me by tittering. In fact, I may whisper to you that the only thing that did embarrass me under such circumstances was the fact that most of the others at the table were glancing furtively at me to see which tool I picked up first so that they might do likewise. This will, no doubt, explain that anxious glancing to right and left that is characteristic of most diners when the salad is served.

In another cruel advertisement, I saw a picture of a man at a table with several well-dressed men and women. They appeared to be very proper people. Yet they were all glaring at this one man, and he, poor devil, looked as if he were going to be shot. Feverishly I went through the wording that appeared beneath the illustration, wondering what sort of crime the little man with the blank expression had committed.

Was he an embezzler? Was he merely a poor relation? Was he about to be divorced? What on earth had he done to get himself into such a terrible position? I hardly expect you to believe me when I tell you that the reason everybody was looking at him with such vindictive disgust was because for the moment he had failed to remember the name of some person in Seattle whom he had met once several years ago.

Of course, he was the only person in the picture capable of forgetting anything, because every one of the others had subscribed to and mastered The Dingleberry Cerebral System. Why they should appear so utterly inimical toward the shrinking one who couldn't remember a name is quite beyond my comprehension and I feel morally certain that the historian of 2001

will be just as puzzled. Is the failure to remember a name a sufficient reason for social ostracism?

Another advertisement in my choice collection points out to me convincingly that if I do not know how many miles it is from Egypt to the moon, I must be content to remain a nonentity all my life. It also informs me that unless I know why a jackass in Australia is not a quadruped but a bird, I am a mental moron. This particular advertisement refers to a set of books which are said to contain all the useless information in the world. It tells you why the fly flies, why there is no ice at the equator, why the sea is wet and America dry, and such like priceless gems of thought. The wording of that cruel advertisement makes me almost believe that I will never really be fit to vote unless I am able to answer the twelve thousand and four hundred questions given in that set of books.

Can you imagine the historian poring over this and wondering why anyone should be pointed at as a social criminal for not knowing the specific gravity of radio or why is a Congressman?

#### PITY FOR THE HOUSEWIFE

There is still another class of announcement with which I have been afflicting myself, and these deal with the terrors of the unfortunate housewife who is never prepared for that damnable unexpected guest. You know the advertisements well. They always depict her in her most abandoned moment of hopelessness and despair. You see a picture of a hearty paint-salesman about to enter his home in the company of a life-long friend who has just arrived from Fargo, N. D. This is the unexpected guest who always makes the housewife turn pale with dread; that is, unless she has taken the precaution to have an extra can of somebody's Wotto in the house. Then she can smile like a Cheshire cat; but woe betide her if she does not happen to possess that extra can.

Why, oh, why, does friend husband never telephone home to "lay" for one extra? Why doesn't he

# It's All In The Day's Work

## Armstrong Cork Company

LINOLEUM DIVISION

524 BIENVILLE STREET

New Orleans, La.

June 10, 1927.

The Times-Picayune,  
New Orleans, La.

Attention Mr. Roland Ladreyt.

Gentlemen:

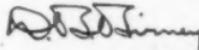
We have just received an official report from the mill stating that The Times-Picayune has led the country this season in tie-up advertising on Armstrong's Linoleum and Felt Base.

Please accept our sincerest and most hearty congratulations on the work which you have done. It is indeed a pleasure to be able to work with an institution such as yours and to receive the co-operation that we have received in the past from you.

It is our earnest hope that your paper will continue to maintain its present position in future campaigns.

Yours very truly,

**ARMSTRONG CORK COMPANY,**  
Linoleum Division.



District Manager.

Dealer influence, prestige, or however you term it, backed by effective merchandising co-operation is another reason why Times-Picayune advertisers find the New Orleans market so highly profitable.

## The Times-Picayune

In New Orleans

Daily 87,290

Sunday 125,721

Member 100,000 Group of American Cities, Inc.

Member Associated Press

Representatives: CONE, ROTHENBURG AND NOEE, INC.

Pacific Coast Representatives: R. J. BIDWELL CO.

ever give his harassed wife an eleventh-hour chance to replenish the pantry? Divorce statistics would undoubtedly show that more homes have been wrecked as the result of husbands bringing home unexpected guests than through any other one offense against marital harmony. Yet in these cruel advertisements it is the wife who gets jumped on for neglect. What will that historian think of her tormentors?

My series of advertisements of open-mouthed housewives registering embarrassment includes many varieties. There is the one where a catty visitor with a false assumption of amiability asks her hostess why she has not yet purchased a Flingdust Cleaner or a Jinx car or Jilton's Corn Powder, or Skeet's Roach Annoyer. It does not seem to matter much what the article is so long as it puts the victim of the inquiry in an awkward position.

Now I know that a lot of us enjoy having a slight dig at each other now and then, but is it really true that we take delight in embarrassing people, making them feel silly and out of things? If our hostess has a wart on her nose or a crimp in her income, do we gain pleasure by drawing attention to it? Do we really extract joy from humiliating those who do not happen to know as much as we do about encyclopedic things? Do we sneer at people who wear the wrong clothes, hats and ties? Are we as vulgar as some of our advertisements would have us think? What wouldn't you give to read the history that is turned out in 2001 A.D. if the historian, as has been suggested, bases his information on some of the advertisements clipped from 1927 publications? I ask you.

### Strathmore Holds Convention

Close to 100 paper merchants and their employees attended the annual convention of The Strathmore Paper Company, Mittenague, Mass., which was held last week at Woronoco, Mass. One of the features of the meeting was a discussion of co-operation among the merchants and the printers, advertisers and advertising agents. Ideas for the better merchandising of paper were exchanged at another session.

### H. H. Morse, Vice-President, Florence Stove Company

Henry H. Morse, sales and export manager of the Florence Stove Company, Boston, has been made vice-president. He was formerly chief of the Division of Domestic Commerce of the Bureau of Foreign and Domestic Commerce. From 1905 to 1922, Mr. Morse was sales and export manager of the Regal Shoe Company, Whitman, Mass.

### Minneapolis "Journal" Appoints Rhey T. Snodgrass

Rhey T. Snodgrass, who has been engaged in advertising agency and publishing work for approximately twenty-five years, has been appointed advertising manager of the Minneapolis *Journal*. He has recently been advertising manager of the St. Paul *Pioneer-Press* and *Dispatch* and was formerly publisher of the Washington, D. C., *Herald*.

### Indian Motocycle Account with Wm. B. Remington

The Indian Motocycle Company, Springfield, Mass., has appointed Wm. B. Remington, Inc., advertising agency of that city, to direct its advertising account.

The Van Norman Machine Tool Company, Springfield, also has placed its account with the Remington agency.

### J. N. Slee with Albert Frank Agency

James N. Slee, former vice-president of the Three-In-One Oil Company, New York, and for the last three years associated with Doremus & Company, Inc., New York, has joined Albert Frank & Company, advertising agency, also of New York, as an account executive.

### Seattle Boiler Works Plans Campaign

The Seattle Boiler Works, Seattle, have appointed the Mercantile Printing and Advertising Company, of that city, to direct an advertising campaign. Business papers and direct-mail will be used.

### United Bonded Garages, Inc. Appoints E. T. Sadler

United Bonded Garages, Inc., Chicago, has appointed the E. T. Sadler Company, Chicago advertising agency, to direct its advertising account.

### "Forum" Advances F. C. Brokaw

Frederick C. Brokaw, for more than two years with the advertising department of the *Forum*, New York, has been appointed assistant advertising manager.

# In Jacksonville FLORIDA

The Florida Times-Union reaches :

*83.41% of the homes having pianos*

*84.45% of the homes having radios*

*77.11% of the homes having talking machines*

*86.61% of the homes having vacuum cleaners*

*84.44% of the homes having electric washers*

*85.71% of the homes having electric refrigerators*

*80.53% of the home-owners of Jacksonville*

Figures like these explain why both local and national advertisers praise the pulling power of advertising in —

**The Florida Times-Union**  
JACKSONVILLE, FLA.

## 241 National Accounts

That's just for the month of May!

During that month 241 *national* advertisers with a story to tell to Baltimore confined their advertising to the Sunpapers. Two hundred and forty-one national accounts realized that in Baltimore it is possible to put all your eggs in one basket—and have them safely delivered to the people you want to reach.

During the twelve months of 1926—one thousand local and national advertisers confined their advertising exclusively to the Sunpapers in Baltimore.

When a thousand point the way to reach a great city of 800,000 people in a manner which is not only effec-

# unpaid "Sunpapers Only"

...e but economical, there's no excuse  
ay! for not following the right road.

al ad speed your message to the homes of  
Baltimore through the homepapers  
to the -the Sunpapers, Morning, Evening  
forty and Sunday.

Average Net Paid Circulation for Month  
of May, 1927

**Daily (M & E) 254.452**  
**Sunday - - - 198.123**

**Gain of 2,122 Daily and 6,072 Sunday**  
**Over May, 1926**

*Everything in Baltimore Revolves Around*

**THE**  **SUN**

MORNING

EVENING

SUNDAY

JOHN B. WOODWARD,  
Bowery Bank Bldg., 110 E. 42nd St.  
New York

GUY S. OSBORN  
300 N. Michigan Ave.  
Chicago

C. GEORGE KROGNENS, First National Bank Bldg., San Francisco

**BALTIMOREANS DON'T SAY "NEWSPAPER"  
-THEY SAY "SUNPAPER"**

## The Dairymen Represents "Class" in the Farm Field—

DU<sup>E</sup> to the fact that dairying is the surest, safest and most profitable type of farming.

The dairyman has the greatest building investment.

He receives the most regular income least affected by changing conditions.

He has the greatest buying power.

Reach This "Class" Farm Market Thru—

# THE Dairy Farmer

"The National Dairy Farm Magazine"

E. T. Meredith, Publisher

Des Moines, Ia.

# A Consumer Wants the Marietta Chair Company to Advertise

He Believes That Marietta Should Advertise a Single Specialty and Thus Build Prestige for the Entire Line

By Harry F. Case

**I**N the June 9 issue of PRINTERS' INK, Jas. H. Warburton, sales manager of the Marietta Chair Company, tells "Why We Feel We Cannot Advertise to the Consumer."

While Mr. Warburton frequently mentions the consumer, he fails to recognize an essential phase of consumer demand. He has overlooked a vital factor, the consumer's specific interests in the matter. I am not an advertising man. I hold no brief either for or against Mr. Warburton's contentions. I am an American householder of moderate income, who lives in a city of about half a million population. I believe that I am a representative consumer, and am convinced that my reactions to the article in question may be of some value to manufacturers who think their goods cannot be profitably advertised.

While reading his article, I somehow got the conviction that Mr. Warburton, deep down in his consciousness, wants to advertise. That he should advertise, and can advertise profitably, is proved by the fact that I, an average consumer, am anxious to buy something that he is in a position to manufacture. For five or six years I have been trying to buy this product and cannot find it.

I read Mr. Warburton's article while waiting for several friends to join me for luncheon. There were eight of us at the long table, and I was still thinking about the high spots of the article. Finally, I asked my companions if they would be interested in an advertisement of a certain kind of chair. I then began to describe the chair; but I had covered only the major details when one of my friends interrupted me.

"Where can I buy such a chair?" he demanded. Another,

also, wanted to know where the chair could be purchased, and every one of them expressed interest. Let me add that there was not an advertising man at the table.

Now, the strangest feature of Mr. Warburton's discussion is his consideration of advertising merely as a power directly to increase his volume of sales. He speaks of the possibility of advertising his three leaders, and expresses doubt that they could be advertised profitably. But if he advertised, he would be trying to influence me, and I do not consider advertising in terms of his business. To me, advertising is both news and instruction. It tells me about new goods, and new uses for old products; it anticipates my needs and desires, and instructs me regarding many things that will add to my pleasure and convenience.

## A SEARCH FOR A CHAIR

Frankly, I had never heard of the Marietta Chair Company until I read Mr. Warburton's article. It may be possible that the company is manufacturing just the chair I am looking for, and if that is the case an advertisement of the fact would be good news to me. Such an advertisement would end a long search; it would bring down my everlasting blessing on Mr. Warburton's company, make me very kindly disposed toward everything in the Marietta line; and, incidentally, I feel sure that it would sell a great many chairs.

About six years ago I saw a chair in the home of a friend that looked something like the chair I want. I was so delighted with it that I did not even ask how he liked it, unfortunately. It was a beautiful high-backed arrangement with a flat board on its right arm to be used for a writ-

ing surface. Under the board was a drawer, and the ensemble was so pleasing to the eye that I was sold without a demonstration. Next day, I called at every furniture store in town, but at none was such a chair on the floor. Late in the afternoon, however, a dealer showed me a photograph of a chair of the kind, and told me that he could order one for me. I paid him \$45, shook his hand warmly, and left in high spirits.

When the chair was delivered about two weeks later, my wife was delighted. It added just the breath of artistic, literary atmosphere that she wanted in the living room. But the chair was a great disappointment. Although it is ornamental, I defy any man to sit in it thirty minutes without suffering an attack of imitation lumbago. The chair is damnable uncomfortable. The writing surface is tilted at a wrong angle, the drawer is too small to take a sheet of man-size paper. As an ornament, it may be all right, but as a writing chair it is a misrepresentation and a failure.

Since then, I have searched diligently for the kind of chair I want. What I want is a chair that is comfortable and convenient for correcting papers and making notes, an activity that requires several of my evenings a week and an hour or two nearly every Sunday afternoon. The work is not sufficient to require an office desk. If I could find such a chair, I would gladly pay almost any price for it and I believe I could sell at least ten more to my friends.

Now, suppose the Marietta Chair Company manufactured such a chair and widely advertised the fact. If it were not advertised, I do not think that many dealers could be induced to stock it. But if the chair were advertised, I feel sure that a fairly generous demand would be discovered. There must be a good many men like myself in the country, and there is no doubt that the potential demand I represent could be enlarged upon.

While, as I said, I am not an advertising man, several promising fields for advertising occur to me. The average flat-dweller is cramped for room, and a Marietta Desk Chair might solve a problem for thousands of people who are living in small apartments. The chairs could be made in attractive designs to appeal to the lady of the house. Then, too, small models might be attractive as a special inducement to little Willie to do his home arithmetic every evening.

#### • THOUSANDS COULD BE SOLD

There is no reason why thousands of desk chairs of the kind could not be sold to hotels, to augment the battery of desks in the writing room. The chairs would prove to be popular because they can be moved about easily. They would be comfortable and convenient for stenographers while taking notes. One should find a place beside the desk of every official who gives out interviews to reporters, and there is no reason that I can think of why desk chairs should not be used in offices.

That Mr. Warburton is a sales manager who allots about 300 dealers to every one of his salesmen is interesting. Are all of these dealers glad to see the salesmen when they call six or eight times a year? How many of the 300 dealers, on an average, do the salesmen sell? The article does not answer these questions; but I assume that not all of the dealers are glad to see the salesmen, and that the salesmen do not sell all of the dealers. Hence there is a great opportunity for Mr. Warburton to give his salesmen something to sell which will make them welcome at every call.

If the Marietta Desk Chair were properly made and adequately advertised, I am sure it would tend to make every furniture dealer in the country glad to see the Marietta salesman and willing to listen to the story of the entire Marietta line. Many a dealer who has never bought the line would buy a few of the chairs

# Censorship Gives Extra Value to Space.

THE CONFIDENCE established by The New York Times censorship is one of the extra values of space in its advertising columns.

The Times censorship is primarily to protect its readers against frauds, catch-penny offers, extravagant claims. It also protects advertising. Censorship does not permit honest advertisers, the vast majority, to be subjected to the fraudulent competition of the dishonest few.

Advertisers admitted to The Times columns reap the fruits of the strong confidence its censorship establishes.

The censorship of The Times is not infallible. But The Times investigation of advertising is, it believes, as careful and painstaking in its endeavor to exclude whatever is undesirable as it is possible for any newspaper to maintain.

# The New York Times

The New York Times in 1926 printed 29,788,828  
aggregate lines of censored advertising. The total volume was greater by 11,002,975 lines than that of any other New York newspaper.

because his customers wanted them, and the dealer's sales resistance would be broken down to an extent that would make him receptive to other Marietta products. He would feel, as I would, that the Marietta people are progressive and worthy, and intelligent enough to discover potential consumer demands and supply them.

Of course, all this must not be taken too literally. While all that I have written is based on facts, I know nothing of the furniture business and little of advertising. But I do know that there are a great many potential demands in the consumer field that the manufacturer knows little about. We consumers are looking for all kinds of useful things that are different, and so far as furniture is concerned we have been served the same old articles for several generations.

Mr. Warburton may be right in his refusal to advertise his three leaders and the rest of his line. All he has to advertise is a single chair of a certain kind to convince me that his concern is a splendid organization that knows its business, and that it is entirely worthy of my confidence and patronage.

You are selling all of your goods, Mr. Warburton, on the reputation your company has built up by long years of direct selling activity alone. You do not have to advertise your three leaders that are evidently very much like the leaders of your competitors, nor do you have to advertise your entire line further to build up and broaden your reputation. All you have to do is to study the consumer, and then supply his demand with a new or better article of furniture that he wants. I am convinced that you can increase your reputation more quickly by advertising a single specialty than you can by using the same amount of advertising money on your entire line.

If I am representative of a large class of consumers, as I think I am, there is not a single non-advertising manufacturer in

the country who cannot increase his business by improving his reputation. He can do it by advertising a single specialty that consumers want, and if his product is right he can secure immediate and profitable results. It's all a matter of finding out what the consumer is thinking about, what he wants, what he will buy and why he buys it, and then advertising the fact that you think enough of him to give him what he wants.

#### J. L. Karsay Joins Springfield, Mass., Agency

Joseph L. Karsay, who has been engaged in advertising agency work in England for the last five years, has joined Wm. B. Remington, Inc., Springfield, Mass., advertising agency, as art director. He was at one time with the Federal Advertising Agency, Inc., New York.

#### Zellerbach Paper Company Appoints D. C. McMillin

D. C. McMillin has been appointed advertising director of the Zellerbach Paper Company, San Francisco. He succeeds Rollin C. Ayres who has been appointed to organize an educational department.

#### W. S. Thompson, Sales Manager, G. P. Putnam's Sons

William S. Thompson, who was recently elected to the board of directors of G. P. Putnam's Sons, New York publishers, has been appointed general sales manager.

#### Neon Sign Account to Emil Brisacher and Staff

Neale, Inc., maker of neon signs, with headquarters at Los Angeles, has appointed the Los Angeles office of Emil Brisacher and Staff, advertising agency, to direct its advertising account.

#### Name of Barteau & Van Demark Changed

The name of the advertising business of Barteau & Van Demark, Springfield, Mass., has been changed to John F. Barteau.

#### Advanced by Firth-Sterling Steel

Donald G. Clark, formerly Eastern manager, has been appointed director of sales of the Firth-Sterling Steel Company, McKeesport, Pa.

# What Space Buyers Think of Lineage Comparisons

In printed and spoken opinions they indicate that such advertisements are divided into two classes:

**Worthless Information**—where a newspaper seeks to reflect favorably on itself by printing incomplete and qualified figures.

**Valuable Information**—where a newspaper tells the whole story about itself and its colleagues.

## Complete Advertising Record

of all Los Angeles newspapers for the first five months of 1927; stated in agate lines:

### National Advertising

Los Angeles Times . . . . .	1,913,898
2nd morning paper . . . . .	1,818,558
1st evening paper . . . . .	1,275,960
2nd evening paper . . . . .	922,222
3rd evening paper . . . . .	309,008
3rd morning paper . . . . .	122,094

### Local Display Advertising

Los Angeles Times . . . . .	5,465,222
1st evening paper . . . . .	4,434,220
2nd morning paper . . . . .	4,330,578
2nd evening paper . . . . .	2,638,692
3rd evening paper . . . . .	1,666,294
3rd morning paper . . . . .	887,124

### Want Ad Advertising

Los Angeles Times . . . . .	3,733,716
2nd morning paper . . . . .	3,131,842
1st evening paper . . . . .	1,422,484
2nd evening paper . . . . .	414,806
3rd evening paper . . . . .	350,322
3rd morning paper . . . . .	181,230

Advertising in the Los Angeles Times is delivered to more homes than if it appeared in any other Los Angeles newspaper, morning or evening.

# Los Angeles Times

Eastern Representative

WILLIAMS, LAWRENCE & CRESMER CO.  
360 N. Michigan Blvd., Chicago      285 Madison Ave., New York

# No LIMIT to their Wants

Says *Charles E. Mitchell*

(*Alexanders the Great, of Merchandising, need no longer weep for new worlds to conquer, now that the American Wage Earner's income has increased 240 per cent! As a matter of fact, the Alexanders had better marshal their mightiest armies. The newly prosperous Wage Earner embraces 86% of America. He possesses the power to make or break the marketing Generals of Tomorrow.* . . . *A new book about the Wage Earner, written by 31 of the nation's leading thinkers and entitled "86% of America," is being sent to business men upon request. An excerpt from Mr. Mitchell's contribution to this book is given below:*)

"Aside from advantages of climate and lavish gifts in the way

of natural resources, American prosperity is founded upon the existence in this country of the most amazing diffusion of wealth that the world has ever known. Almost without our being conscious of the fact, a revolution in industry has been taking place that is raising all classes of the population to a more equal participation in the fruits of industry, and thus, by the natural operation of economic law, bringing to a nearer realization the dreams of those Utopians who looked to the day when poverty would be banished and all men could enjoy a greater share of the good things in life.

"We have multiplied the productivity of labor by machinery, and as the individual's contribution to society has been enlarged so have his dividends been increased. We have, in short, released labor from much of the drudgery, conserved its energy for tasks requiring higher intelligence, and in effect made of each worker a foreman of mechanical forces who earns and can be paid a foreman's wages.

"This participation of American labor with capital in the benefits of labor-saving devices has



CHARLES E. MITCHELL  
President,  
*The National City Bank*  
(from "86% of America")

Spear & Co. (furniture), write: "It is quite evident to us that you have an unusual amount of reader interest. It is not uncommon for us to receive between 5,000 and 10,000 replies to a page ad in the True Story Group, many of them orders for items selling at \$40 to \$60." (These people are seeing Spear magazine advertising for the first time in their lives!) Some other advertisers who are insuring national leadership by selling the Wage Earning market (86% of America), through the ONLY great national magazine that taps it: Postum Co. Inc., The Fleischmann Co., Eastman Kodak Co., Lever Bros. Co. (Lux Flakes & Toilet Form), Cellucotton Products Co., R. L. Watkins Co. (Mulsified Cocoanut Oil & Glos-tora), Lambert Pharmacal Co. (Listerine & Listerine Tooth Paste), S. C. Johnson & Son (Floor Wax), Aladdin Co. (Ready Cut Houses), Mennen Co., Northam Warren Co. (Creme Elcaya & Cutex), Spool Cotton Co., L. C. Smith & Corona Typewriters, Inc., Chesebrough Mfg. Co. (Vaseline), Zonite Products Co., B. F. Goodrich Rubber Co. (Zippers).

produced a wider distribution of wealth here than anywhere else, and has given to labor and the great mass of the people a buying power greater than that in any other country in the world.

"There is no limit to the wants of the people to be satisfied."

### An Entirely New Market

Here is a new lesson for philologists! The phrase "Wage Earner" denotes a social status and an intellectual status—but not necessarily a financial status!

For here in America is a Wage Earning population comparable in wealth to the white collar population; a Wage Earning population that is bored at an account of the life of a silk worm—but enthralled at an account of the sheen of a silk stocking.

And because it is a population that includes 86 per cent of America, these Wage Earners hold the deciding thumb over Tomorrow's commercial leaders.

To reach them, to sell them, advertisers need use ONLY ONE great national magazine, True Story. It is the ONLY big national magazine they read. (They can't comprehend the more sophisticated "silk worm" magazines written for the white collars, where they pile up, two, three and four to a home.)

Why not learn more about this new market; send for the new book, "86% of America"? Merely address a postcard to True Story, 1928 Broadway, New York.



### 86% of America



**I**SOLATE, for a moment, the Wage Earning masses as marketing possibilities. These families will be found to comprise 86% of America!

With bricklayers making \$14 a day and other trades in proportion, it is easy to understand why their wives can afford to spend 41 billions of dollars a year for foodstuffs, nearly 6 billions of dollars a year for house-furnishings, and proportionate amounts for other staples and moderately priced luxuries.

It is but natural that more people now pay more money for True Story at the newsstands than for any other magazine in the world. . . . True Story's democracy of editorial appeal has made it the only great national magazine tapping 86% of America. Magazine advertisers MUST use True Story to sell this new market!

**True Story**  
The ONLY Magazine  
They Read

# Farmers' Wives Wash Clothes

As they live far from city laundries, women on the farm invariably "do the washing" for the family. Thousands of them purchased washers, ironers and other labor-saving devices last year and thousands more are in the market for new equipment right now.

These women are studying modern methods with their State Extension workers and local leaders. They read carefully the suggestions for home betterment in **THE FARMER'S WIFE**. They are progressive, modern, amply provided with funds, frequently with money of their own earning.

One of our 800,000 subscribers writes, "My several washings for nine, (six of them under thirteen) have dropped to not more than one or two every other week, due to my washer, which does away with boiling and rubbing."

**THE FARMER'S WIFE** is the farm women's own magazine, written with their viewpoint in mind, edited from the field by women who know farm life from experience. It is the only magazine in America published exclusively for farm women.

## THE **FARMER'S WIFE**

A Magazine for Farm Women

Webb Publishing Company, Publishers  
St. Paul, Minn.

Western Representatives  
Standard Farm Papers, Inc.  
307 North Michigan Ave.  
Chicago, Illinois

Member Audit Bureau of Circulations

Eastern Representatives  
Wallace C. Richardson, Inc.  
250 Park Avenue  
New York City

# Industrial Advertisers Ready for Tomorrow's Marketing Job

Cleveland Convention Marks Rapid Growth of Industrial Group—Move to Withdraw from International Advertising Association Beaten

THE sixth annual convention of the National Industrial Advertisers Association at Cleveland, June 13, 14 and 15, set several new achievement marks for industrial advertising gatherings. In attendance and registration the 1927 convention passed any of those held in former years. The exhibits of advertising were larger, producing closer competition for awards. Finally, the answers suggested by the convention theme, "Can industrial advertising underwrite prosperity?" resulted in a stronger program than was possible during those years when the association was smaller and possessed a hazier identity.

Glenn Frank, president of the University of Wisconsin, suggested at the opening session of the convention that advertising's chief contribution to prosperity would be its aid in wiping drudgery out of industry. Other speakers through the following days showed how advertising is equipping itself for this task.

Among the discussions on the floor of the convention the only one that caused any debate was the proposal that the National Industrial Advertisers Association withdraw from affiliation with the International Advertising Association. This issue arose when new by-laws for the Industrial association were submitted, omitting any reference to the International Advertising Association and making no provision for the payment of dues to it.

Although the proposed by-laws had been approved by the directors of the National Industrial Advertisers Association there was a quick and determined resistance to their adoption from the floor. Several speakers expressed the feeling that there was no logical reason for divorcing industrial advertis-

ing from the parent organization. Answering this view Bennett Chaple, of the American Rolling Mills Company, Middletown, Ohio, said it was not a question of divorce at all. "These changes in the by-laws simply give us autonomy," he said. "We don't want to play a selfish game but want to stand on our own feet. I have never considered us as an adjunct of the International Advertising Association."

Keith J. Evans, of Joseph T. Ryerson & Sons, Chicago, replied to this view, pointing out that it was through the International association that the Industrial association came into being. The Association of National Advertisers, the Financial Advertisers Association, the Direct Mail Advertising Association and others hold their own meetings, he said, but retain their affiliation with the parent organization.

## THE REASON FOR AN ADVERTISING ASSOCIATION

Probably it was C. K. Woodbridge, president of the International Advertising Association, who swung the final decision when he said: "What are we all primarily interested in as advertising men? Advertising is always going to be done, because given a fair chance the house that advertises will outdo the house that does not. Advertising has great problems and they are common to all of us. All our separate organizations must be generous to all others in order for advertising, per se, to be respected. The International Advertising Association is only an affiliation of organizations interested in promoting advertising. Each of its twenty-seven organizations has its own by-laws for the conduct of its own specific activities. But all of us need to put our money and

effort into a common pot so that advertising will be presented properly to those who are to follow us. If we don't see that advertising is understood and protected, it will be attacked. How many men who pay the bills know the facts, the values, of advertising? Instead of emphasizing our independence in each of our different groups we can do greater things if we will bring about among and by ourselves a closer and keener cooperation."

The amount asked for the International association from the Industrial association for dues last year, H. P. Sigwalt, of the Milwaukee Corrugating Company and secretary of the Industrial association, said, if paid, would have prevented holding the latter's Cleveland convention. "The International association is our parent, it is true," he said. "But it is because the parent has neglected us that we are dissatisfied. If we make an affiliation, let it be one that will not tie us down financially." Mr. Woodbridge explained in reply to this that the International asked \$2 a year from each individual member and solicited sustaining memberships. There could be no other financial arrangement, he said.

The matter was finally tabled for a day. When it came up again all reference to the National Industrial Advertisers Association as "an independent organization with its own constitution and by-laws" was eliminated from the proposed by-laws. Instead was substituted, "It is affiliated with the International Advertising Association as a departmental of the parent organization." Dues were raised from \$2 in the new by-laws to \$3 to enable the Industrial association to pay the International association's \$2 fee. With these revisions the by-laws were adopted. While the rank and file of the industrial group are desirous of going along with the parent organization, it is clear that many of the leading individuals who have built up the National Industrial Advertising Association are dissatisfied with the way affairs

have been conducted. They feel that the Advertising Commission has not been productive of work of real value and believe that the Industrial association's committee on college relations has accomplished far more in educational work than the International association.

#### RIGHT AND WRONG SOLICITATION OF ADVERTISING

The growing interest of the industrial advertiser in advertising agencies and the increased number of advertising agencies with industrial departments made up a basis for discussion in several of the meetings of the convention. One of the most human events on the program touching these subjects brought the publication solicitor into the foreground. This was a demonstration staged by Joseph C. Winslow, of the Graver Corporation, Chicago, as advertiser and Millard H. Newton, McGraw-Hill Publishing Company, New York, and George O. Hays, Penton Publishing Company, Cleveland, as solicitors. Mr. Newton impersonated the blue-sky solicitor ready to promise the advertiser anything he seemed to want. Mr. Hays, who got the order he was after, typified the publication representative with something useful to sell. Among other things he refused to share the expense of a market survey with the advertiser. And his reply, "The agent is in your employ, not ours," to Mr. Winslow's question, "Why don't you pay agency commission?" did not prevent him from getting the contract.

Some of the advantages and disadvantages of the industrial advertiser's contacts with an advertising agency were sketched by B. H. Miller, advertising manager of The Permutit Company. "It is not the function of the agency to do the work of the advertising manager," he explained. "The agency is supplementary rather than substitutive.

"Nevertheless the advertising manager is not well versed in space buying, art and mechanical details. The agency is a specialist in these and is better equipped, in

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This Furniture Record "reader's store does not look much like the store of ten years or fifteen years ago. Floor arrangement like this is found in many of the modern well merchandised establishments of today."

**I**T IS doubtful if the average man gets inside a furniture and homefurnishings store once in three years. Many still remember it as the place where they purchased their first "outfit". This great retail outlet has changed entirely since that time.—both in appearance and merchandising policies. Today this outlet is really a homefurnishings department store. Furniture Record will be glad to tell you whether or not your merchandise has sales possibilities here.

## FURNITURE RECORD

A Magazine of Better Merchandising  
for Home Furnishing Merchants

GRAND RAPIDS, MICH.

Name on  
request.

For More Than 26 Years The National Magazine of the Furniture Trade

A.B.C.

A.B.P.



addition, to handle them. Accounting is another agency advantage for which the agency seldom gets the credit it deserves. In research the agency also offers a big advantage. The advertiser can get research from the agency cheaper and with less effort than he can do it himself. Agency advice and counsel is worth much. In itself it is a tremendously valuable service."

O. C. Harn, managing director of the Audit Bureau of Circulations, brought out the industrial advertiser's great need of data on the circulation of mediums, expressing the belief that he needs exact data even more than the general advertiser. "Each unit of circulation means more to him," said Mr. Harn, "because his purchases are larger.

"To select a paper which does not give an audited statement because you have an impression it is all right, is certainly buying on a hunch. Secondly, it is only fair and just that publishers who have acceded to the demand of advertisers for audited statements should be favored. It isn't sporting to ask publishers to do something you want them to do and then turn your backs on those who comply and place your business with the one who tells you to go chase yourself."

What was probably the "high spot" of the convention developed out of a joint meeting between publishers and agencies, called to consider the topic: "Let the agency do a good job of industrial advertising and receive a fair fee—not a set commission nor a fixed price." Lynn Ellis, of New York, summed up the situation of the industrial advertising agency by saying that although it had its troubles, it now has most of "its fundamental troubles licked. The top-notch industrial agent is under the same obligation to go out and create new advertisers the same as the general agent but with much less commission velvet on which to do it," Mr. Ellis declared. "He is up against the same demand for extra services far outside his original job of selling and filling

space. His space units commonly cost more to fill. His commission units are infinitely less. He finds himself in competition with the 'free' creative service of the printer and the publisher of the business paper, and with certain of their salesmen who had rather cut his heart out than help him get business.

"As the industrial agent's service got beyond the mere preparation and placing of advertisements, the very insignificance of business-paper commissions soon swept overboard any notion that 15 per cent was a pay limit fixed by divine command. The industrial agent long ago found he had to study costs and charge accordingly for extras. Agents who have jumped the 15 per cent hurdle agree that they still most decidedly need the commission subsidy as a leverage on the advertiser. But they now regard it as only a factor of safety, to insure that the account gets at least a minimum of agency service. This notion of collecting pay from both principals in the deal has pulled the agency into the unmistakable position of serving two masters as the legal agent of both. Your old-school lawyer will tell you that can't be done under the ancient common law. Your modern attorney will tell you that law continually bends to established facts and that dual agencies do exist."

The closing of Mr. Ellis' talk was the signal for the opening of the liveliest discussion of the convention. John B. Bissell, of Bissell & Land, Pittsburgh agency, took the publishers of business papers to task for offering to do practically all that the agency does for its clients at little or no cost. "Many publishers are straddling the issue here," he said. "Their salesmen talk and sell 'free' service in competition with the agency. Then they come to us and ask for business. All that the publisher legitimately has to sell is white space. If he wants to deliver more than that he ought to charge for it and charge as much as the agency."

Walter Drey, of *Forbes Magazine*, defended the publishers,

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## The Ears



**A**LL listening! 750,000 with ears open to hear what one paper says about everything. The same ears have heard for years the same comment "I've never been disappointed in anything advertised in The STAR!"

What is the Nation's Capital trading area? Washington is the focal point of 250,000 shoppers who circle the city 25 miles in every direction but have only one city-service newspaper delivery—The STAR.

**SALES  
DATA  
SERVICE  
FREE**

There are not many territories in the U. S. representing a 750,000 group of buyers with a one-paper primary influence. There are no territories that will give you better basis for campaign guidance than the service at your command—  
FREE through the  
**TRADE FACTS DEPT**  
of

## The Evening Star

With Sunday Morning Edition

WASHINGTON, D. C.

New York Office  
DAN A. CARROLL  
100 E. 42nd Street

Chicago, Office  
J. E. LUTZ  
Tower Building

June 23, 1927



# Pieces of 8

*—the new and far-reaching idea  
in silverware merchandising*

A TRADE-CUSTOM is often just an ingrown bad habit. For instance, the main retail assortment in the silverware business, for several generations,

was a set made up in "six of each piece" . . . six knives, six forks, six teaspoons and six dessert spoons.

Two years ago, Lennen & Mitchell, Inc. suggested to the makers of 1847 ROGERS BROS. Silverplate that a "set of eights" might prove a more adequate and acceptable set for the young housewife; just as easily sold as "sixes" and more profitable to sell.

So came THE PIECES OF 8 . . . a set of silverware with eight of each piece instead of the traditional sixes; in a chest designed and named by the undersigned advertising agency.

The results have been far-reaching. For the PIECES OF 8 idea has revolutionized tray and chest merchandising; increasing, by 33½%, the merchant's average unit of sale to the young housewife.

Today, nearly all other silverware makers are following the lead of 1847 ROGERS BROS. Silverplate, in adopting and featuring "eights" rather than "sixes."

It is the function of a good advertising agency to assist the advertiser in getting the right appeal into his product; into its quality, its packing and its pricing. That's where good advertising service begins.

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**CLIENTS:** INTERNATIONAL SILVER COMPANY (1847 ROGERS BROS. Silverplate); BAUER & BLACK; ELGIN NATIONAL WATCH CO.; P. LORILLARD CO.; THE HOUSE OF KUPPENHEIMER; SCRIPPS-HOWARD NEWSPAPERS; REID, MURDOCH & CO. (for 1928)

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## LENNEN & MITCHELL, INC.

*An advertising agency serving a limited  
number of large-volume advertisers*

17 EAST 45TH STREET, NEW YORK CITY



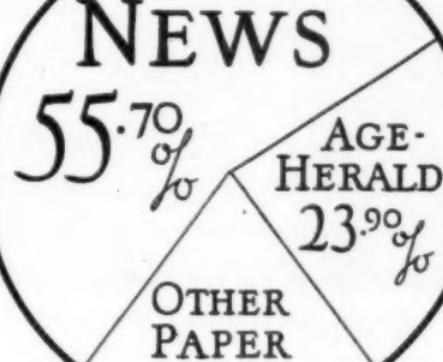
June 23, 1927



## How The News Leads in Local Advertising

During 1926, The News carried more than half of all local advertising used in the three Birmingham papers. Thus, the power, coverage and influence of The News was complimented by business men who know, live in and sell to residents of this rich and expansive market. As is attested by the steady advertising growth, The News has been on an upward climb for sixteen years. Since 1910 the advertising growth has been steady and substantial each year—proving conclusively that it invariably delivers dollar for dollar advertising value. The choice of local business men should be an adequate guide to advertisers in the national field.

*The News  
and Age-  
Herald  
together  
Total 79%*



*Can a Better Team of  
Powers be  
Found Any-  
where?*

# The Birmingham News

MORNING

EVENING

SUNDAY

**THE SOUTH'S GREATEST NEWSPAPER**

NATIONAL REPRESENTATIVES

KELLY-SMITH CO.

New York

Chicago

Boston

Philadelphia

J. C. HARRIS, JR., Atlanta

pointing out that "by and large publishers and their solicitors have created more business than all the agencies combined. The publishers' men can make from ten to one hundred times as many unprofitable calls as the agency can hope to make," said Mr. Drey. "The agency usually comes in after the advertiser has been worked on for years by business-paper publishers. Today there are so many good publications in almost every field that few advertisers can afford to use all of them. Therefore the publisher is going to give all the service he can and still have a profit in order to get business." Mr. Bissell replied that he had no quarrel with any publisher who wanted to maintain a service department. His objection was in having the publisher give his services away.

Warren C. Platt, of *National Petroleum News*, expressed the view that the business of advertising would progress better if publication publishers would give more thought to getting the best men possible into the advertising agencies.

"We should want to see the agency making a profit and putting it back into the business," he said. "That will make more money for all of us. The big agencies can take care of themselves but there are hundreds of small agencies that aren't making decent profits now. We all need to help the small agency develop and to see that it is paid what it's worth. Probably 20 per cent is not enough sometimes on business-paper space." E. R. Shaw, publisher of *Power Plant Engineering*, closed the discussion with the observation that it is clearly not the function of the publisher to conduct an agency department for clients any more than it is to conduct selling or purchasing departments for him. "But it is clearly our function to conduct promotion departments for ourselves," he concluded.

#### AGENCY HELPED STAGE A COMEBACK

In connection with the discussion of agency remuneration W. W. Galbreath, president of the Youngstown Pressed Steel Com-

pany, Warren, Ohio, described how advertising had made it possible for his company to recover after it found itself practically stranded by the post-war slump. "In 1921 when we were running at about 10 per cent capacity," said Mr. Galbreath, "I gave my first serious thought to advertising. I asked for \$20,000 to put into the advertising of pressed steel after many misgivings. I got it and from that time on our agency took almost complete charge of all our advertising problems. It was seven months before we ever got an order and it was three years before we got on a profitable basis. I am fundamentally opposed to paying any man on the basis of what he spends of my money. I would rather pay him on the basis of what he can save for me. And I don't expect to get the kind of agency service I demand, if I pay only the usual 15 per cent commission. We have paid our agency from 19 to 25 per cent of the amount of our entire appropriation."

#### QUESTIONS BANKERS ASK

When an advertiser goes to the banker to borrow money to be spent for advertising, it would be well for him to have the answers to several questions clearly in his mind, Alan B. Cook, vice-president of the Guardian Trust Company, said. Who are the logical purchasers of the product? Who controls purchases of the product? What quantity can you sell this year, next and the year after? What are the best methods or the best channels for the telling of your advertising story? What kind of copy will convince the customer he should buy your product in competition with others? The right kind of answers to these questions will convince the banker that you are going to make the money he lends you produce profits. "It's easier to sell bonds and stocks for companies making products that are nationally known," said Mr. Cook. "So bankers, I believe, are beginning to look on advertising as an investment."

# Industrial Advertisers Elect J. R. Hopkins

National Industrial Advertisers Association Reports 60 Per Cent Growth in Membership during Past Year

**J.** R. HOPKINS, advertising manager of the Chicago Belting Company, Chicago, was elected president of the National Industrial Advertisers Association at the sixth annual convention of the association in Cleveland, June 15. He succeeds W. A. Wolff, of the Western Electric Company, New York. Mr. Hopkins has been active in industrial advertising for several years and served as president of the Engineering Advertisers Association of Chicago two years ago.

The other new officers of the National Industrial Advertisers Association are: First vice-president, N. S. Greensfelder, advertising manager, Hercules Powder Company, Wilmington, Del.; second vice-president, George H. Corey, advertising manager, The Cleveland Twist Drill Company, Cleveland; third vice-president, H. P. Sigwalt, advertising manager, Milwaukee Corrugating Company, Milwaukee; secretary-treasurer, H. von P. Thomas, merchandising manager, Bussman Manufacturing Company, St. Louis.

The new directorate of the association is composed of: Allan Brown, Bakelite Corporation, and R. W. Bacon, U. T. Hungerford Brass & Copper Company, representing the Technical Publicity Association, New York; S. Bowles King, Sullivan Machinery Company, and James H. Gregory, Barber-Greene Company, representing the Engineering Advertisers Association, Chicago; O. C. Dahlman, Koehring Company, and Arthur H. Obendorfer, Siyver Steel Castings Company, representing the Milwaukee Industrial Advertisers Association; Ernest H.



J. R. HOPKINS

Smith, Hollow Center Packing Company, and L. Glenn Hewins, Van Dorn & Dutton, representing the Cleveland Industrial Advertisers Association; Warren J. Chandler, Lehigh Portland Cement Company, and R. B. Cook, David Lupton's Sons Company, representing Philadelphia; Ernest L. Becker, The Newport Rolling Mill Company, and Frederick B. Heitkamp, Cincinnati Milling Machine Company, representing Cincinnati; Jerome L. Ashcroft, Ludlow-Saylor Wire Company, and K. G. Baker, Fulton Iron Works, representing St. Louis; Cecil B. Smith, Blaw-Knox Company, and C. C. Mercer, National Steel Fabric Company, representing Pittsburgh. Members-at-large are Paul E. Kendall, Long-Bell Lumber Company, and J. E. McMahon, Graton & Knight Manufacturing Company.

In his annual report, the retiring president, William W. Wolff, said that this year's convention finds the association stronger than ever before in membership and in finances. "When we met last year our membership was just over the 500 mark," he reported. "We meet here in Cleveland with a total membership of over 800. In local memberships the Technical Publicity Association leads the procession with 207. Cleveland is a close second with 203, and Chicago is next in line with 181. Coming along in the order named are Cincinnati, Philadelphia and Milwaukee. This year we welcome the first official St. Louis delegation."

The Clearwater, Fla., Sun has appointed the S. C. Theis Company, Inc., to represent it, beginning July 15.

People naturally  
expect Bundscho  
to do fine work  
and we just won't  
disappoint them



J. M. BUNDSCHE, INC.  
*Advertising Typographers*

58 E. WASHINGTON 10 E. PEARSON  
CHICAGO

HERE TYPE CAN SERVE YOU

## The Advertising Agency as a Personal Service Corporation

THE question of whether or not an advertising agency is entitled to be classed as a personal service corporation has again come before the Federal Board of Tax Appeals. The question was raised in an appeal brought by the F. J. Ross Company, advertising agency of New York, against a decision of the Commissioner of Internal Revenue.

Like many other agencies, the F. J. Ross Company, in filing its tax returns under the Revenue Act of 1918, claimed classification as a personal service corporation. This classification existed, for tax purposes, during the years 1918, 1919, 1920 and 1921. During these years corporations paid an excess profits tax in addition to the normal tax. The amount of the excess profits tax was affected by the amount of credits which a corporation was allowed on the score of invested capital. Certain types of businesses obtained a lower rate of taxation. Such types of businesses were classified as "personal service corporations." Agencies sought to be placed in that category. One of the chief reasons put forward by agencies for their inclusion in that classification was that invested capital had no important part to play in determining the amount of an agency's profit.

The Government's definition of a personal service corporation, as given by Congress, was as follows:

A corporation (1) whose income is to be ascribed primarily to the activities of the principal owners or stockholders, (2) who are themselves regularly engaged in the active conduct of the affairs of the corporation and (3) in which capital (whether invested or borrowed) is not a material income producing factor, (4) but does not include any foreign corporation nor (5) any corporation 50 per centum or more of whose gross income consists either of gains, profits, or income derived from trading as a principal or (6) gains, profits, commissions, or other income derived from Government contracts, or contracts, made between April 6, 1917 and November 11, 1918, both dates inclusive.

The Commissioner of Internal

Revenue has consistently disagreed with the contention of advertising agents on their right to a "personal service corporation" classification. A number of agents have taken an appeal on this decision. Of those who have appealed, only two, the Massengale Advertising Agency, of Atlanta, Ga., and the S. A. Conover Company, of Boston, have succeeded in obtaining a reversal of the Commissioner's ruling.

In the Ross case (Docket No. 7281) the Board of Tax Appeals has denied that agency a classification as a "personal service corporation" in these words:

The record contains evidence that convinces us that capital was a material income-producing factor during the taxable period. In addition to Seymour and Weaver, who were designated as officers and apparently were stockholders only to the extent necessary to qualify them as directors, there were "account executives" and other employees who, during the period here involved, received pay in the total amount of \$58,651.17.

We believe that such an expenditure must have been for the purpose of securing additional income and it is reasonable to assume that services secured at such cost were of an income-producing nature. It is evident that much of the income of the petitioner was produced by employees who were not stockholders.

In its income and profits-tax return, in which it claimed personal service classification, the petitioner made no deduction from gross income on account of salary for services rendered by its principal stockholders and president, Ross.

An analysis of the Ross decision by PRINTERS' INK leads to the opinion that it cannot be considered as a clear-cut case. It should be regarded as apart from the regular run of cases because it involved at the same time a peculiar and unusual bookkeeping problem.

### J. T. Byrnes Joins "True Story"

J. T. Byrnes, formerly with the Curtis Publishing Company and *Scribner's Magazine* at Chicago, has joined the Western advertising staff of *True Story*, with headquarters at Chicago.

### Louis Wiley Honored

Louis Wiley, business manager of the *New York Times*, has received the degree of Doctor of Laws at Wabash College, Crawfordsville, Ind., and the degree of Doctor of Letters at Alfred University, Alfred, N. Y.

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**A** NEWSPAPER  
with a circula-  
tion equivalent  
to a coverage of every  
other home in the  
Fourth Market in the  
United States surely  
has something to offer  
any advertiser local or  
national.

the necessary accompa-  
niments of editorial  
merit.

**T**HAT coverage is  
the merchandise  
offered by The Detroit  
Free Press in the De-  
troit market.

**W**ITH the Free Press  
"the paper (itself)  
is part of the picture"  
and the coverage of  
every other one of the  
538,828 homes in the  
market is the rest of it.

**I**T is the best thing  
we have to sell the  
space buyer, for it is  
obvious that such a cir-  
culation could not have  
been secured without

**A**ND don't forget  
either that these  
Free Press homes repre-  
sent just about every  
single buying unit of  
consequence in the en-  
tire Detroit area.

## The Detroit Free Press

VERREE &  
National



CONKLIN, INC.  
Representatives

New York

Chicago

Detroit

San Francisco

# BIBLIOGRAPHY

(Sources of Information)

**S**O that you may prove for yourself that the TRUE Cleveland Market is what The Cleveland Press says it is; so that you may realize that The Press has the almost unanimous support of every unbiased marketing authority when it says that this market does NOT cover all of Northern Ohio, or all of North-eastern Ohio, or even any considerable portion of it, we submit for your own analysis the sources of information upon which we have based this conclusion:

Paragraph 9, on the first page of any Cleveland publisher's statement to the Audit Bureau of Circulations.

Page 278, lines 242, 243, 244 of "Population and Its Distribution," Fourth Edition, compiled by J. Walter Thompson Company, 1926.

Page 10, "A Merchandising Atlas of the United States", issued by Cosmopolitan Magazine, 1926.

Page 204, Column 1, Editor & Publisher's "Market Guide for 1927."

Page 205, Standard Rate & Data Service, June 1927.

206 Northern Ohio Grocers. (Copy of survey upon request).

22 leading Cleveland Retailers. (Copy of survey upon request).

45 distributors and jobbers of nationally advertised products. (Copy of survey upon request).



# The Cleveland

Detroit  
San Francisco

LARGEST DAILY CIRCULATION

NATIONAL REPRESENTATIVE  
250 Park Avenue, New York City

410

# GRAPHY

(ources of information)



# Press

TATIVALLY ALLIED NEWSPAPERS, INC.  
York City 410 N. Michigan Blvd., Chicago

CIRCULATION



SCRIPPS-HOWARD

*First in  
Cleveland*

Seattle  
Los Angeles

I N O H I O



# CANADA



## Do you know—

that with a population of less than 10,000,000, Canada in 1926

- . . . . had a mining output equal in value to that of the United States when the latter had a population of 38,000,000;
- . . . . manufactured as much as the United States did when it had a population of 50,000,000;
- . . . . had a foreign trade equal to that of the United States when it had a population of 76,000,000?

*The Canadian market is teeming with possibilities!*

Consult any of these representative—

## Daily Newspapers of Canada

### Prairie Market

	Paper
Winnipeg, Man. ....	"Free Press"
Winnipeg, Man. ....	"Tribunes"
Regina, Sask. ....	"Leader & Post"
Moose Jaw, Sask. ....	"Times-Herald"
Saskatoon, Sask. ....	"Star & Phoenix"
Lethbridge, Alta. ....	"Herald"
Edmonton, Alta. ....	"Journal"
Calgary, Alta. ....	"Herald"

### Maritime Market

St. John, N. B. ....	"Telegraph-Journal & Times-Star"
Halifax, N. S. ....	"Herald & Mail"
Halifax, N. S. ....	"Chronicle & Star"
Charlottetown, P. E. I. ....	"Guardian"

### Pacific Market

	Paper
Vancouver, B. C. ....	"Province"
Victoria, B. C. ....	"Colonist"

### Quebec Market

Montreal, Que. ....	"Gazette"
Quebec, Que. ....	"Le Soleil"
Quebec, Que. ....	"L'Evenement"

### Ontario Market

Toronto, Ont. ....	"Globe"
Toronto, Ont. ....	"Telegram"
Hamilton, Ont. ....	"Spectator"
Kitchener, Ont. ....	"Record"
Kingston, Ont. ....	"Whig-Standard"
Peterboro, Ont. ....	"Examiner"

(All Members of A. B. C.)

# Letters That Should Never Be Written

So Many Wasted Postage Stamps, So Much Fuss and Fury, When Need of Silence Is Indicated

By Amos Bradbury

DR. JOHNSON regarded the art of letter writing as consisting solely in telling the news. Every line and paragraph, according to this jovial old master, should contain something of interest and value to the person on the receiving end.

It is a relief to realize that Samuel doesn't have to read the letters of this more civilized age.

Then there was Thomas Carlyle, that distinguished son of a Scotch stone mason. He was bitter, satirical, pessimistic. He suffered from dyspepsia. When the manuscript of the first volume of his marvelous French Revolution was in the possession of John Stuart Mill, it was accidentally burned. Carlyle rewrote it with infinite pains and almost super-human effort. Then he said of his new version: "But I dinna think it is the same."

This man of genius, this pessimist, had many eccentricities. One of them was that he carefully preserved every letter he had ever received. Of course, his correspondents were no common men. In writing to him, the great critic, they also quite naturally wrote their best.

It is a good thing that this cynic, who nevertheless liked letters, lived and died prior to 1882. For foolish customs, stilted phrases, useless flap-doodle and general blah in letters began somewhere about that time. Business men wore whiskers and adopted an air of mystery about the simplest human actions. It was about then that "we beg to remain" and "contents duly noted" made their appearance.

Being a lover of good letters and old masters I am happy to think that Dr. Johnson, Thomas Carlyle and the scores of others who wrote and received good letters in days long gone, were spared

the honor of receiving "Your kind letter of the sixth instant received and contents duly noted. In reply thereto beg to state we no longer make Model 12. As per your request we hand you herewith the booklet and wish to advise that stove mentioned can be seen at Mogrods store in your town. We would suggest if not found there, that you write us further." Why a business office calls a letter "kind" I don't know. If they want to tell a person his letter is courteous why not say so? The other word is all right in a charity organization. The foolish old Latin derivitives "instant" and "ultimo" were brought in by the old clerics long before the days of the friendly art which Carlyle knew. They were used to impress upon the recipient the superior education of the cleric. They don't belong.

"Contents duly noted" is awkward and insincere. Nobody would ever talk that way to a human being. Why it ever goes into a letter is a mystery.

"In reply thereto" sounds like plain flap-doodle when spoken. It is just that in a letter, also.

"Beg to state" is terrible. If a man has to beg anything let him go out on a corner with colored glasses and a tin cup.

"As per your request" is just as bad. It is also awkward, stilted and most unfriendly. It is so much easier and better to say nothing. The letter wouldn't be written in the first place unless a request had been made.

"Wish to" is awful. In a business office a man shouldn't wish. He should do it or shut up.

"Advise" is the wrong word, for advice is the cheapest commodity in the world which everybody wants to give and nobody receive. So why hand it out in a letter? If the stove manufacturer wants

to suggest why doesn't he say so?

If everyone agrees with me that a large percentage of modern business letters are insincere and full of sound and fury I wonder if they will follow a step further when I suggest that too many letters are written anyway and that at least one-half of them should never have been written at all.

If sincerity is the keynote of success in letter writing, as so many writers have said before me, and if dignity, sincerity, news and human interest are qualities which we need as the rosebud needs the dew, we need even more than those fewer letters of any kind. For one thing, there are a lot of letters which I group under the general head of:

### 1. Nose Tickler

It is a well-known fact in anthropology that if a turkey feather is moved over the nostrils and muzzle of a sleeping mastiff, the great beast will shake off his sleep and rise, growling. Sleeping dogs should never be thus annoyed, but always allowed to rest peacefully.

Many business houses have people who so love to write a letter that they never get this fact through their heads. There is some firm policy, let us say, against allowing a certain concession or doing a certain thing. A large buyer sends out a letter to a whole list of concerns asking for something which he knows to be against the policy of most of them. The writer hopes that one of the smaller concerns, over-awed by the importance of the company from which the letter comes, will break a rule and allow the concession. One of them does. But there are four big leaders in the field. Three of them ignore the request entirely as the writer thought they would. Someone in the organization of the fourth concern takes it upon himself to write a long, polite, and somewhat grovelling letter explaining all the whys and wherefores of company policy.

Though he would like very much to comply with the request, it is impossible for the six following reasons. And he states them. The

recipient has his attention fixed on a firm which has refused him. There is one sentence in the letter he doesn't like, anyway. He writes a tart reply. The other man has his dander up and becomes sarcastic, when he answers in turn. Before he knows it, a customer has been lost because he had the itch to write, and the three firms which had sense enough not to write at all are sitting pretty.

To place the nose tickler letter in private life. Suppose that Mr. Gainsfains, head of the shoe department at Mingle's department store, sends out to all the newspapers a long account of his daughter's wedding, telling just what the bridesmaids wore, what the orchestra played at the reception later and all the other details.

One newspaper cuts it in half and runs it, three others list it under marriages, two ignore it altogether, and the city editor of the remaining one who has a high regard for Mingle's advertising, writes him a letter like this:

Dear Mr. Gainsfains:

We acknowledge the receipt of the interesting account of your daughter's wedding.

Much as we should like to run this, in view of the happy business relations which have always existed between the *Daily Mercury* and Mingle's, one of the Universe's great stores, we have a rigid policy to run full accounts of weddings only for those families whose names appear in the Kern County Blue Book. Having failed to find your name in this book we are obliged to adhere to our policy and with much sincere regret state that we cannot run the account in full, mentioning names of bridesmaids, costumes, etc. We shall, however, be glad to run the news in our usual form under weddings; Gainsfains-Fleming with date, hour, etc.

"Trusting that this will prove satisfactory to you and that our pleasant business relations may continue as heretofore, we are

Sincerely,

The Daily Mercury.

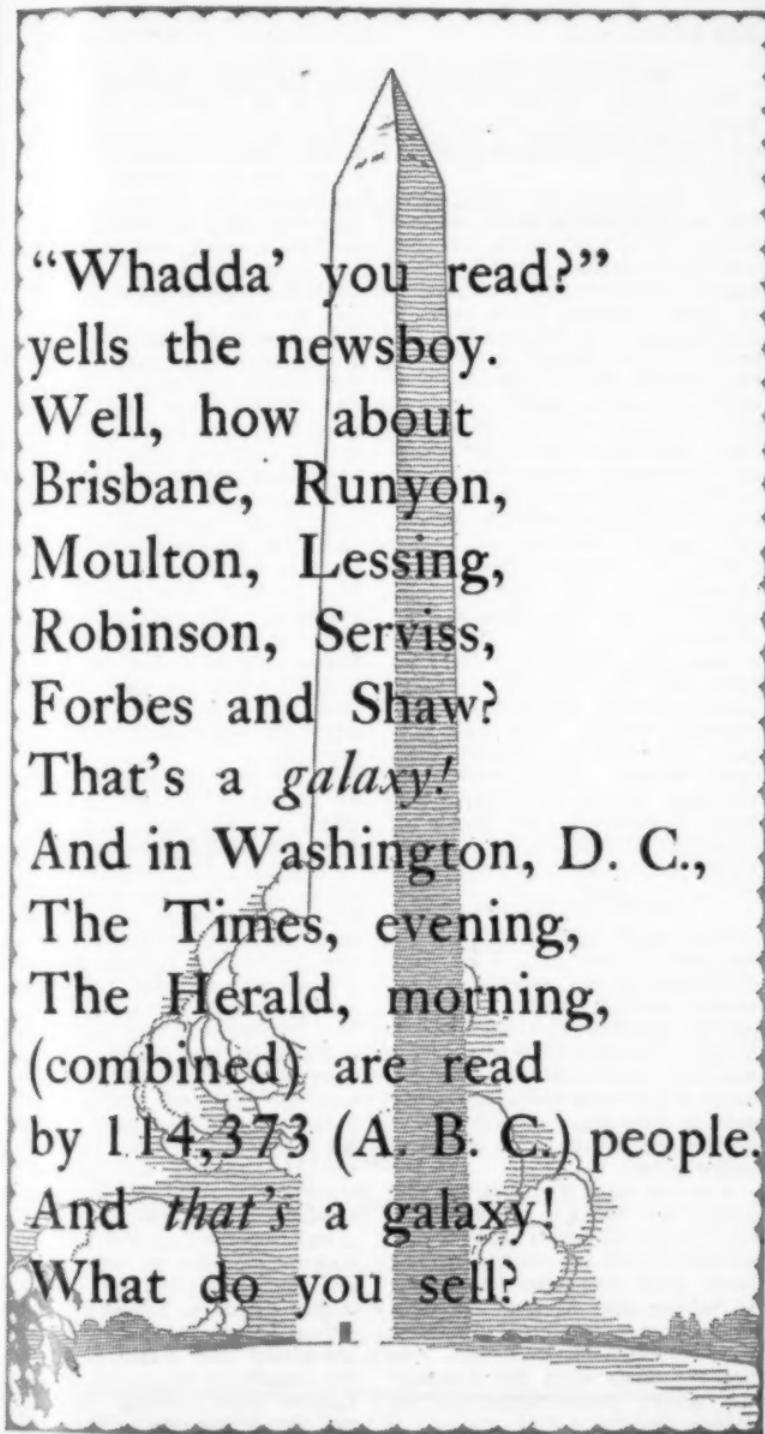
No need to turn over to the back pages of the puzzle book to know the answer. It won't be even the papers which ignored the wedding entirely that will lose the Mingle advertising, if old Hen Gainsfains has anything to say about it.

So much for the nose tickler type of letters that should never

"Whadda' you read?"  
yells the newsboy.

Well, how about  
Brisbane, Runyon,  
Moulton, Lessing,  
Robinson, Serviss,  
Forbes and Shaw?

That's a *galaxy!*  
And in Washington, D. C.,  
The Times, evening,  
The Herald, morning,  
(combined) are read  
by 1,14,373 (A. B. C.) people.  
And *that's a galaxy!*  
What do you sell?



be written. Resembling them somewhat we have next:

### 2. *The So Sorry*

The Dorcas Society of East Rutherford is giving a benefit for the Daughters of Indigent Vermin Exterminators.

Mrs. Blaugasser has a big idea. All the girls around town use lipsticks. Why not write, on the Society's letterhead, to all the great lipstick manufacturers asking them to donate lipsticks to be sold to the debutantes at the benefit? So be it. Motion carried, letter written. Weeks pass. The idea was apparently not so good. The Lipstick Trust ignored the letter entirely, so did seven other giant manufacturers. Then excitement at Mrs. Blaugasser's house. A letter has arrived from the Never-off Lipstick Company of Waco, Texas. It probably says that it is sending a barrel with the compliments of the firm. But no. Instead it says "so sorry." It is quite a long, nice letter but it says in effect that the Neveroff Company makes a certain appropriation each year for samples. This appropriation was entirely exhausted on July second which was just six days before the letter from Mrs. Blaugasser had been received. "Awfully sorry. Yours truly."

### "MEAN OLD THINGS"

Now which lipstick company do you think it was Mrs. Blaugasser mentioned at the executive committee meeting, calling the company executives "mean old things?" Which company do you think it was the whole committee agreed never to patronize again, one which paid no attention to their request or the one which wrote the nice, polite letter?

You are right, Cyril, it was the young men brought up under the theory that all letters must be answered at once and politely, not the brave bold men who have come to believe that five out of eight letters answer themselves in a week, it was the former, I say, who brought down upon this company the severe condemnation of the Dorcas Society.

The next type of letter that should never be written is the

### 3. *Shoulder Massage*

It is all right for one man to shake hands with another, even as in France to kiss him on the cheek, but the shoulder massager is entirely too friendly. He is the man, who, on second meeting, is likely to pinch, rub and massage the right shoulder of his victim while holding his hand. Some letters are like that.

Such was the case of Thornton Robinson who, having won the father and son tennis championship at his local club, received from a firm he had done business with a neat and jolly little letter of congratulation signed by the sales manager. While Robinson had often purchased hydraulic jacks for his own firm from the concern in Keokuk which wrote him, he had never met the sales manager. The letter interested him, not only because he was a tennis enthusiast, but because he wondered how the sales manager could ever have dug out so obscure an item and written him so promptly.

It so happened that a friend of Robinson, owner of a big steam shovel plant, was looking for a new sales manager. It also so happened that Robinson had to go to Keokuk soon after to see his wife's brother in connection with closing an estate. When he had finished his business he made it a point to drop into the Keokuk Steam Shovel Works and ask for Mr. Elmore who had been so interested in his tennis. A man who wrote so good a letter, who was so interested in customers' hobbies, would be a good man for his friend to look over. He asked for Mr. Elmore and introduced himself. But he found he was known only as one of the occasional customers on the company's books. In order to identify himself more closely and give the man a chance to follow up on his tennis letter, he pulled it from his pocket and displayed it. To his surprise he discovered that Mr. Elmore knew nothing about tennis, that he thought a "foot fault"

**The Los Angeles Evening Herald does not  
cover all of Southern California.  
-nor does any other Newspaper!**

**The "Southern California Market"**

includes eleven counties with an aggregate area of 66,544 square miles—greater than all of New England. In this area there are over 350 incorporated cities and more than 3,000,000 people. Obviously this great field cannot be adequately covered by one or two OR EVEN ALL OF THE LOS ANGELES NEWSPAPERS.

**but**

Fortunately nearly one-half of the buying power of this entire district—1,300,000 of the population—is concentrated in an area less than 20 miles square—in Los Angeles and its immediate suburbs. In this area The Evening Herald is the predominant newspaper, reaching three out of every five families—54,233 MORE than the next largest daily (a morning paper), and 52,284 MORE than BOTH of the other afternoon papers COMBINED.

*The total circulation of The Evening Herald for the six months ending March 31, 1927, was 206,933—the greatest Daily Circulation of any newspaper, not only in Los Angeles, but West of Missouri.*

**LOS ANGELES  
EVENING HERALD**

*Represented in*

**Chicago**

by

JOHN H. LEDERER, HERBERT W. MOLONEY, A. J. NORRIS-HILL,  
910 Hearst Bldg.

**New York**

by

604 Times Bldg.

**San Francisco**

by

610 Hearst Bldg.

June 23, 1927

June 23,



## What's Become of the Four Hundred?

Remember when New York's Four Hundred set the pace for the rest of the Nation?

They and their handful of followers in the big cities throughout the land were the folks who knew and had the money to buy all those delightful appurtenances of pleasant living that helped to symbolize their class—the sophisticated class of luxury buyers. They bought the ermine, and the silks, and the expensive exotic fruits and spices. They were the "carriage trade". For them alone a few exclusive florists kept a limited supply of orchids.

Where are the Four Hundred now?

The last decade of our unprecedented prosperity has created over a million of the four-hundred, luxury-buying class!

They can buy ermine and silks and exotic fruits whenever they want them. They ride in luxurious

motor  
around

Never

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326 W.  
Chicago

Gen'l M  
Detroit



motor cars. And they buy orchids, too, just around the corner.

Never before has the world seen anything like it!

And never before has the magazine world seen a class magazine that can claim a circulation of a million and a half!

Cosmopolitan is the one class magazine that has grown up with the American luxury-buying class.

On the tenth of every month it goes to the reading tables in a million and a half of the better American homes.

90% of the circulation is in the 2787 cities and towns and wealthy suburbs where 80% of the Nation's business is concentrated . . . where those folks live who have more, want more, and buy more.



*Let a Cosmopolitan representative give  
you more complete information.*

### *Advertising Offices:*

326 W. Madison St.

Chicago, Illinois

5 Winthrop Square

Boston, Mass.

Gen'l Motors Bldg.  
Detroit, Michigan

119 W. 40th St.

625 Market Street  
San Francisco, Cal.

was something like a bunion and that the only sport Elmore indulged in was horseshoe pitching. The extremely personal letter of congratulation to Robinson and his son was as machine made as "Form 26" in a department store.

These few types will indicate that many letters should never be written. Take for example the acknowledgments and reacknowledgments in the long series between Jones in Detroit and Wilson in Portland which starts about nothing at all and seems as unstoppable as a landslide.

Seventeen letters are exchanged between these two men, where two would have been one too many and neither knows how to stop the correspondence, feeling that the other will consider him discourteous if all letters are not acknowledged speedily.

Such tomfoolery would be a criminal waste if it wasn't so amusing as to conceal its real danger. For letters cost real money. When we consider the time of the dictator, the stenographer's time, the cost of paper, wear and tear on machine, overhead, time of sealing, stamping and cost of mailing, each letter costs between twenty-eight and fifty-two cents. If that seems high, figure it out carefully in your own organization.

Then also, if you want an interesting experience, some week leave orders that carbons of all letters sent out are to be put in one package. If the business is of medium size you can carry the bundle. If large, hire a Mack truck and take the carbons away over the week-end. Starting with the carbon on top read every fifth one at random. Then with a pencil mark a circle on the top of each one that says nothing, is unnecessary or positively harmful. Mark with a cross each one that is news, necessary and well written. Watching the circles outnumber the crosses two to one will be as amusing as "Ask Me Another" and may start a train of thought.

Then if you want to do something tangible to stop the great American business waste of too

many letters, have your printer make you up some slips like this:

#### To Save Your Time

We will not consider it discourteous if you don't bother to answer this letter. We know you, you know us. We both feel that the other is intelligent. Let's all write less letters and cut down waste.

Many firms are now using a slip something like this which is pasted on at the top of a large percentage of outgoing letters.

Someone with judgment indicates with a mark those letters which should have the slip. The mail clerk attaches the slip in no time at all, and a flood of useless letters is stopped right at the start.

Such a plan builds good-will out of all proportion to its simplicity and inexpensiveness. We might even start a society of some sort or something.

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#### I. L. Thoren Wins Summer Association Medal Score

The first day of the twenty-third annual tournament of the Summer Advertising Golf Association at Cooperstown, New York, ended with Irving L. Thoren, of the Trichromatic Engraving Company, winner of the medal score with 79.

Prizes for low net scores were awarded to Dr. A. R. Gardner and Paul L. Black with 70, and James Sinclair with 72.

In the eighteen-hole qualifying round in the women's tournament Mrs. P. L. Black won low net with 83, and Mrs. J. A. Travers was second with 84.

Clair Maxwell, advertising manager of *Life*, New York, champion of last year's tournament, was forced to withdraw, after the first day's play, because of business.

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#### M. F. Riblett with Denver, Colo., "News"

M. F. Riblett, recently of Woolley & Riblett, Inc., Denver advertising agency, has been made national advertising manager of the Denver, *Rocky Mountain News*. He was, at one time, national advertising manager of the *Denver Post*.

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#### D. C. McMillin Advanced by Zellerbach Company

D. C. McMillin has been appointed advertising director of the Zellerbach Paper Company, San Francisco. He succeeds Rollin C. Ayres who has been assigned the organization of an educational department.

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June 23, 1927

PRINTERS' INK

# NATION'S BUSINESS

June



1927

Cut Taxes. Pay Debts or  
Spend? by Ogden L. Mills

China's Silks and Iowa's  
Pigs by William C. Redfield

The Farming East Fights  
Back by Ralph D. Hetzel

Map of Nation's Business, Page 46



Published at Washington by the Chamber of Commerce of the United States

Absorbing . . . . .

"I absorb the contents of Nation's Business from cover to cover each month. While some of the articles carry a viewpoint different from my own, 99 per cent hit the nail on the head."

—H. M. HANSON, Damascus Steel Products Corp., Rockford, Illinois.

**HERE is the Best  
in the United States  
Merchandise in  
Newspaper**



**The Cleveland Plain Dealer**

ONE Medium ALONE - One Cost Will sell it

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t to sell  
the



### TOWERING HIGH

above any selling area of equal size is "The Cleveland Market"—3,115,660 people—over ONE-HALF of Ohio's Total Banking Power, Industries, Workers and Wages—Compact and Closely Packed with Buyers—Economically and Quickly Sold—from CLEVELAND—1524 National Advertisers used the Plain Dealer in 1926—909 used it exclusively—and all sold "The Cleveland Market" through this ONE newspaper.

DAILY

235,132

THIS IS THE LARGEST GROUP of Responsive and Responsible Buyers that can be sold through advertising in any one newspaper between New York and Chicago—the Key Buyers that make the Mass BUY!

SUNDAY

282,164



## The Final Word.

After all is said and done, only the final word in an advertising campaign tells whether it is good, bad or indifferent—that word is

### Results!

Our Creative Department sold one of the leading national advertisers an idea in dealer helps. It struck a new note and, as with all new things, there was a certain measure of risk involved.

But dealers all over the country confirmed our judgment and our client's vision by making enthusiastic, widespread and effective use of the idea as worked out in "helps" created and printed by us.

That was the final word.

*Isaac Goldmann Company*  
ESTABLISHED 1876

PRINTING OF EVERY DESCRIPTION

80 LAFAYETTE ST.  
NEW YORK, N.Y.

TELEPHONE  
WORTH 9430



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# The Kernel of Wheat in Advertising

Why Advertisers Should Dig Deeper into the Lives and Ways of All the People Who May Buy

By Justin R. Weddell  
Of The Erickson Company

"WHEN it comes to estimating the wheat crop," said my statistical friend, "it's best to go and see for yourself. Last year I went to the Argentine to make a first-hand study of the growing crop for my people, a grain brokerage house."

"Why the Argentine?" I broke in.

"Because the crop down there is a sort of governor or barometer of the world supply. The excess of Argentine wheat for export just about determines wheat futures. We must *know* what's happening down there in order to advise our clients and guard against losses."

"But why the long trip? Can't you get the facts by cable? Can't you get the Argentine Government crop reports? Is it a secret?"

"No—it's all open and above board. But listen to this. Last year a big crop was indicated. Looked like a big surplus. Government field agents estimated so many bushels per acre and reported so many acres planted. A simple problem in arithmetic.

"One other representative for an American house was down there and passed the dope along. Now, I used to be a field agent in the early days of our own crop reporting, before the technique had developed into a cold statistical system, so I put on my hat and went out to the wheat fields.

"From the road the stand of wheat looked fine. But that wasn't enough.

"From the fence it looked even better. But that wasn't final.

"I jumped the fence and waded in. The stalks and heads looked O. K., felt O. K. But that wasn't the last word.

"I rubbed the wheat in my hands

and looked at the naked kernel itself.

"Shriveled! Not maturing properly!

"From one field to another, one county to another, the same story. I had the inside facts, the kernel of truth, and I cabled my house that the crop would be short.

"It was. By millions of bushels in the face of all the official dope. You can imagine what that meant to clients of our firm."

\* \* \*

This is not a fairy story. It's as nearly verbatim as I can recall the conversation one evening last fall in my home. Since then I've been looking for the kernel of wheat in advertising and I have found that you've got to climb over a lot of fences to get at it. And even then you have to get the thing—somehow—between your two hands, just as the dirt farmer must thrust his hand under the soil to get the "feel" of the earth before he plants.

Here's a fair question for every one of us who believes in advertising and is making a living by practicing it: Are we getting so over-organized, so institutionalized, so snugly fitted into the straight-jacket of established form that we are losing touch with the rich earth—real people, real places, real situations?

Are we getting lazy-minded and slack-handed in the name of "efficiency"?

We have an appropriation for newspaper advertising. We select our cities and towns on the basis of the known distribution or the hoped for distribution. That's paper work. Simple.

We select our mediums on the basis of carefully checked data. Scientific analysis. Paper work

again, and very good work, too.

We labor over our copy theme. Whip the text into a shape that is acceptable to Tom, the art director, Dick, the copy chief, and Harry, the client.

We know what we want to say, but do we know that the folks out in Ottumwa, Syracuse and Birmingham have ears to hear? Or, having ears, a mind to comprehend, let alone a disposition to buy?

Field investigators? Research people? Business charts and weather maps? Do these things answer the problem? Do they expose for us the kernel of wheat? Is it possible to tune a newspaper advertisement to the wide range of pitch that always must exist among different communities?

There are some advertisements, possibly, that do not have to be so tuned. Institutional copy, for instance; a message from the manufacturer that is self-centered and self-expressive. It is "foreign news" and as such does not pretend to any local flavor. Certainly this type of copy, which is highly valuable under certain conditions, can be and must be prepared at the home office and may be run in identic form in any newspaper, farm paper or magazine in the country.

But there is another type of advertising—the sort of thing that is expected to sell goods on the spot. It doesn't lend itself so easily to a centralized handling. "Lend itself" is too mild; it actually penalizes centralized handling.

This is not a new thought. The need of getting local flavor and news value into our newspaper copy is recognized by every advertiser.

But it would seem that we have set up hurdles against ourselves. We have, by the very nature and demands of our business, built up a structure for preparing and handling advertising that presents just so many high fences to keep us out of the wheat field. Without stopping to define those fences let us take a look at the man who has no fence to climb, the man who is already in the field.

He's the local merchant. He has just taken on a new line of goods, or he has received a special shipment of one thing or another. He knows his town, he knows his trade and he probably doesn't know anything about advertising except the fundamental fact that it's a way of telling people what you want them to know and what you hope they will do. He takes space in the local newspaper and he tells his story. And if he doesn't get lost in some fancy labyrinth of advertising technique, he usually makes it direct and interesting and effective. The people of his town respond unconsciously to the home-made touch.

#### ADMired BUT NOT READ

Contrast that sort of thing with the highly professional newspaper advertisement that reaches the local paper, usually in mat form. It is almost too perfect. It advertises itself before it advertises the product. It almost shouts at the reader "Look at me. If you haven't time to read me, I'm worth a glance anyway." All dressed up with the cunning of a Fifth Avenue tailor! Something to be admired, but, too often, not read.

How can it help but be admired? Think of the hours we have spent with the layouts, the visualizations, the art treatments, the engraving stunts, the copy slants—four out of five are rejected—the expert composition, the study of the type-book, the balance, the spotting, the form, form, form!

Before these advertisements pass muster they must go on dress parade and that means hours of polishing and cleaning. And everybody knows that you can polish the vigor out of an advertisement and clean away every spot and spark of life. When it is done, it is fit to frame, but is it fit to print?

Every one of us who has worked on national advertising campaigns knows the temper of the local dealer, who "would prefer to place and prepare the advertising if the company will share the cost." It has led to the familiar fifty-fifty

# Starved and *hungry* for an IDEA

A brave professor of psychology, martyred to his vocation, has diligently played eavesdropper for several years.

He now reports that, "the best minds discuss ideas; the second ranking talks about things; while the third and lowest mentality — starved for ideas — gossips about people."

The populace is always starved for ideas. It has always been set afire by ideas. Eight crusades pursued an idea

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across Europe into Asia. An idea split our country into North and South.

Take a more humble example. The world's heavyweight championship is merely an idea. Nothing tangible changes hands when a champion is dethroned.

Business competition today is largely a competition between ideas.

Listen to a salesman reporting an interview. Says he, "I gave him a *picture* of our line that he had never *seen* before . . ."

Idea-starved millions! Reading newspapers, thumbing through magazines, strolling past billboards with the money in their pockets that they gladly slaved away their working hours just to have ready to spend—when their imaginations are stirred.

Will they exchange this money for the article you sell? Yes . . . if you'll bundle it up in an idea.

GEORGE BATTEN COMPANY, INC.

*Advertising*



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GEORGE BATTEN COMPANY, INC. • NEW YORK • CHICAGO • BOSTON

compromise. It has led to the dubious practice of putting the manufacturer's message in two-thirds of the space and leaving the balance for the dealer's "local stuff."

It has led some manufacturers to question the efficiency of a broadcast newspaper campaign prepared and distributed from headquarters, and to prefer almost anything that the dealer does off his own bat. There's a genuineness and immediacy to these local gestures that appeal instinctively to the manufacturer who remembers that he is dust.

I worked for a man once who had never lost the common touch. He felt the way other folks felt. In spite of a tremendous commercial success he had a way, to use a former figure, of putting his hands under the soil to see how mother earth was coming along. He always protested against the buying of "space."

"What are we going to say?" would be his rejoinder. "Space can always be bought, but have we got anything worth putting into the space? If we have, we will buy all the space necessary to say it in."

And yet, such is the structure of advertising procedure, we could not follow this common sense and earthy doctrine very often. We simply had to buy the space before we knew what we were going to say.

We had a bland confidence that we would find something worth putting into that space before closing date. At least, we argued, we would keep our name before the public. And during that experience I observed one thing. When we bought the space and then found something to say, we got an average advertising return. But when a real story broke right out of the life of the business itself, and we bought the space necessary to contain it, the results were out of all proportion to the normal return.

We have all seen national newspaper campaigns, bearing the credentials of headquarters planning and professional preparation,

thrown into the discard because some local dealer, innocent of the havoc he was creating, started an advertising campaign to his townspeople and *talked their language*.

The only way to meet that emergency is to climb over the fence into the field and take a look at the kernel of wheat. And what we see and what we learn by that close-up study will surely show us what we have to do. We will find something to say that needs saying, and neither limitations of space nor the lack of headquarters facilities will prevent our getting that story over to the people.

What is the answer? Certainly it is true that under the present-day structure of advertising, it seems hardly practical to send a man into each field with authority to act on the spot and with the ability to act wisely. But to some degree a decentralization is surely indicated.

Advertising derives more from the point of sale than from the point of manufacture. Good copy springs rather from an understanding of how people act and how they feel and how they live, than from an understanding of the manufactured product.

#### TRUE PICTURE CROWDED OUT

And yet advertising men are clustered around the manufacturer, or housed in some institution where the pressure of the job and the speed of the advertising machinery crowds out the true picture of the man on Main Street and the woman with the market basket.

And if I am challenged with the retort that any such admission rules the organized agency out of court, I would point to the crop reporting service with agents in every country; the credit agencies with resident reporters in every major city; the modern bank with correspondents in every important center. The advertising agency is a young institution. And elasticity is a characteristic of youth.

#### New Automotive Slogan

The Greater Market Development Bureau of the Automotive Equipment Association has adopted the marketing slogan "Make It Easier to Buy."

June 23, 1927



**The largest  
magazine  
for MEN**

**The Elks**  
*Magazine*

850,000 Identified Subscribers

50 East 42nd Street      New York City

1927  
June 23, 1927

PRINTERS' INK

91



Photo—D. Warren Boyer

# Congress Is Expected to Pass This New Trade-Mark Bill

New Act Is Claimed to Be a Vast Improvement on Existing Trade-Mark Laws

*Washington Bureau  
of Printers' Ink*

**T**HREE is little doubt that the next Congress will attempt the codification of all trade-mark laws now in force by the passage of new legislation. The aim is to clarify all debated sections of the old laws which have been given various interpretations by the courts, and to add several features which are demanded by the modern development of merchandising.

The bill, which will be introduced as soon as possible after Congress reconvenes, is the result of several years' work on the part of committees composed of eminent authorities. The proposed measure will be very much like a similar bill that was passed by the House during the last session of Congress, and failed of passage in the Senate only because of the last minute jam. In its present form, the bill has the approval of the American Bar Association and practically all of the trade-mark attorneys who have considered it; but there seems to be some ground for the criticism that the bill shows a lack of interest on the part of the most important trade-mark users, the advertisers of the country. If this is justified, the advertisers will be given an opportunity to express their views while the new bill is before the committees of the House and Senate during the coming session of Congress.

The procedure of registration under the new act will be practically the same as under the present laws, and the fee will be \$10. As at present, marks will not be subject to registration which are immoral or scandalous matter, or which consist of or comprise official flags, coats of arms or other insignia, the portrait or signature of a living individual unless by his written

consent, a mark which resembles a trade-mark previously used by another on goods of the same descriptive properties, and a mark which is merely a descriptive or geographical term or is merely a surname. The new law also prohibits the use of the portrait or signature of any deceased president of the United States during the life of his widow, if any, unless by her written consent. This prohibition has been generally approved; but there appears to be no just reason why it should be confined to a president of the United States.

A valuable feature of the new act is its recognition of the secondary meaning that a trade-mark may acquire in use. The act specifies that nothing in its provisions shall prevent the registration of any valid trade-mark used by an applicant in commerce which, in accordance with the principles of common law, has acquired a secondary meaning distinguishing the applicant's goods. Under the common law the courts have not agreed upon what constitutes secondary significance, and to clarify this important point the new act specifically states that "Substantially exclusive use as a trade-mark for five years preceding application shall be *prima facie* evidence of secondary meaning."

One of the debated portions of the new bill, and a feature that is expected to facilitate valid trade-marking, is the deposit scheme provided by Section 5. It is thought that this provision will greatly encourage the depositing of trade-marks, and hence aid in the creation of a trade-mark museum for search purposes. In part, Section 5 reads as follows:

"Any mark (including a trade-mark, symbol, label, package, configuration of goods, name, word, or phrase) used in commerce and

# Advertising Begins at Home

HOME is where the goods are.

Things that are sold in the Dallas market-area should be advertised in the News and Journal combination. No other medium (newspaper or otherwise) can do the job as well.

You can buy either The Dallas Morning News or The Dallas Journal (evening) alone. You can buy them in combination at a substantial discount and with one handling. One order—one set of plates or copy—one billing.

When you have bought The News—the first choice of national advertisers generally—you can add The Journal at far smaller cost than any other paper.

\* \* \* \*

The News is the big paper of the Dallas territory—the wealthiest section of Texas. It has the largest home-delivered circulation in the City (certified by the A.B.C.) and its *total* exceeds any other by more than 18,000.

Its character, prestige and influence are incomparable.

\* \* \* \*

The Journal is the first A.B.C. evening paper. It is read by people of taste and discrimination—the up-and-coming people who set the pace in buying.

Last year The Journal outdistanced all other Dallas papers in national advertising gains.

## The Dallas Morning News The Dallas Journal

*An optional advertising combination covering  
the Dallas market-area*

# To bring the Boston Market into proper focus..

**A CLOSE-UP** view of the Boston market brings into relief certain points that do not appear at first glance. Boston, for instance, seems to have a trading area with a 30-mile radius. But Boston's real trading area lies within a circle only 12 miles from City Hall.

Within this 12-mile Parcel Delivery area live 1,567,000 people, the greatest concentration of people in New England. Here also is found the greatest concentration of grocery, hardware, drug, dry goods and furniture stores, auto dealers and garages.

This 12-mile area is covered by the Clearing House Parcel Delivery, employed jointly by Boston department stores.

This, then, is Boston's Key Market — concentrated, easy to reach, and easy to cover with advertising.

*Leading Advertisers  
use the Globe*

**I**N this area the Boston Globe has the largest Sunday circulation of any Boston newspaper. And here the circulation of the daily Globe exceeds that of Sunday. Uniform seven-day concentration!

The advertisers who know their local market best—the department stores—recognize the Globe's dominating position. They use more space in the daily Globe than in any other daily paper. And the Sunday Globe carries as much department store advertising as the other three Boston Sunday newspapers combined.

The Globe has won this leadership because it appeals to all classes. Its readers represent a complete cross-section of the population, without regard to race, creed, or political affiliation.

The Globe holds its great popu-

# The Boston *The Globe*

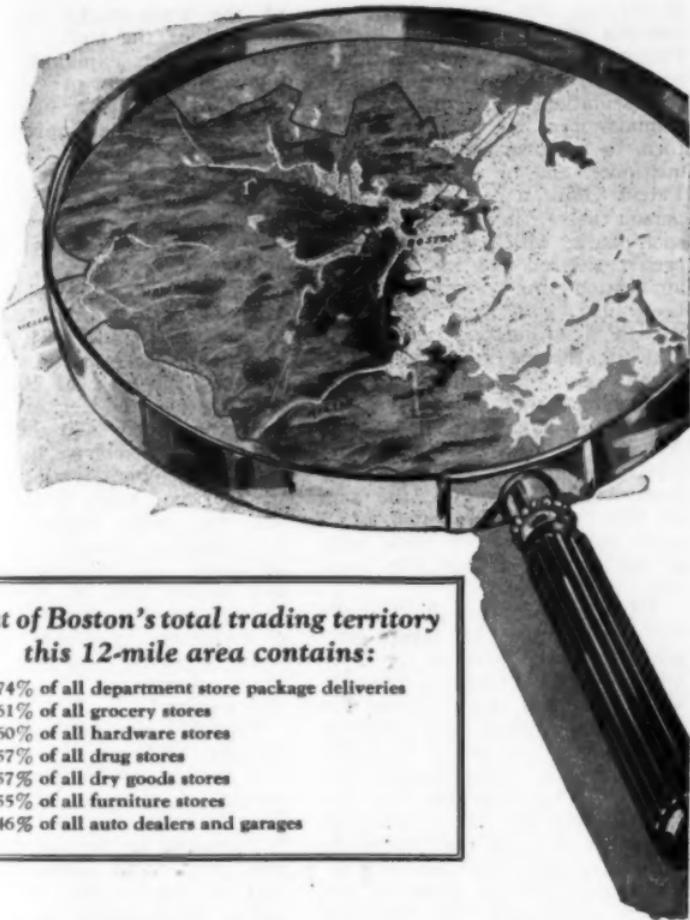
Audited Net Paid Circulation for Year ended March 31, 19

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**Out of Boston's total trading territory  
this 12-mile area contains:**

- 74% of all department store package deliveries
- 61% of all grocery stores
- 60% of all hardware stores
- 57% of all drug stores
- 57% of all dry goods stores
- 55% of all furniture stores
- 46% of all auto dealers and garages

larity among men because of its freedom from bias or favoritism in general news, editorials or sports. And its widely known Household Department makes the Globe the daily counsellor and guide of New England women.

To put your advertising message

before the people who make up Boston's Key Market you must use the Globe first.



Our new booklet—"The Individual Home—the best market for any advertiser"—will give you a different viewpoint on the Boston market. Write on your business letterhead.

# Globe sells Boston

Daily 278,988 ... Sunday 325,324

identifying any merchandise or business may be deposited in the Patent Office by the user by filing one or more copies, fac-similes, or representations thereof, as the commissioner may direct, on a form to be furnished by the commissioner, and by paying into the Patent Office a fee of \$2. Any person using, in commerce, any such mark, which shall not have been registered and for which no application for registration has been filed, who shall fail so to deposit it within one year of the first use thereof in commerce, or within one year after this Act takes effect, shall, on applying to register in any form under this Act, pay, as a fee for such registration in lieu of any other fees prescribed in this Act, the sum of \$30. . . . Any user of a mark solely within a State may, at his option, deposit the same under this section."

All of these deposited marks will be assembled for search purposes, in such form as the commissioner may determine, together with registered marks, those for which applications are pending, and "Any other marks in actual use which the commissioner may direct." The proposed Act also specifies that the entire collection of marks shall be open to public inspection, and that the commissioner may remove from the collection abandoned and infringed marks, and marks which are immoral, scandalous, or otherwise unlawful. This is a cyclopedic collection, and no certificates that can be sued on will be issued to the depositor.

Another new and radical provision is for the registration of a trade-mark for a limited portion of the territory of the United States or in foreign commerce. At first, this regional registration was opposed by a number of interested attorneys and became one of the most vigorously debated features of the bill. However, the proponents of the bill called attention to the fact that the Supreme Court of the United States, by its action in the Hanover-Star Milling Company and Rectanus cases, had made the regional use

of the trade-marks in question the law of the land. Therefore, the proponents explained, the new bill would merely provide a limitation of use, as a Federal provision, which the Supreme Court had stipulated under the common law. This feature is set forth in Section 12, providing that the commissioner may register a mark for a limited territory or commerce, and continues:

"When, in case of opposition or otherwise, two or more claimants of the same trade-mark shall by a written agreement or stipulation filed or recorded in the Patent Office specify the territory or commerce in which each shall be entitled to the exclusive use of such mark, the commissioner may register the same mark to each claimant for such limited territory or commerce, respectively. Each certificate of registration under this section shall be in terms restricted to the limited territory or commerce to which the registrant is entitled and refer to any other registration issued under this section."

Probably the greatest fault of existing trade-mark laws is that they do not provide for the registration of a trade-mark used to identify a service, and this fault is corrected by Section 24 of the new Act. This section provides that any person, firm, corporation, union, agricultural or other association, club, fraternal society, institution, or organization may register any trade name or device, including union labels and the marks of associations, used in commerce, in the same manner and with the same effect as in the case of trade-marks used upon goods. Furthermore, it is provided that when registered such marks shall be entitled to the same protection and remedies against infringement.

This provision will not only allow banks and insurance companies and other organizations of the kind to trade-mark their services, but it will also allow co-operative selling organizations to adopt common trade-marks for all of their members.

All certificates of registration

under the new Act will remain in force for twenty years, and all except those under Section 12, which provides for regional registration, will be effective throughout the United States. Certificates of registration are renewable for like periods from the end of the expiring period, on payment of the renewal fees required by the Act and on the request of the registrant, and such request may be made at any time within six months prior to the expiration of the period for which the certificates of registration were issued or renewed. The Act states: "Certificates of registration in force at the date at which this Act takes effect shall remain in force for the period for which they were issued and shall have the same force and effect as if the Acts under which they were issued had not been repealed, but they shall be renewable only under the provisions of this Act, and when so renewed shall have the same force and effect as certificates issued under this Act." Therefore, all trade-mark registrations in effect when the new legislation is passed, will not be prejudiced.

From the date the new Act takes effect, registration under it or under the Act of February 20, 1905, will be constructive notice of the fact of registration and that the registrant claims the right to the exclusive use in commerce of the mark so registered. But to secure this full protection, it will be necessary for the registrant to accompany every registered trade-mark with the words "Registered in U. S. Patent Office" or "Reg. U. S. Pat. Off." or by the letter "R" in a circle; and in any suit for infringement under the Act by a registrant failing so to mark, no profits and no damages can be recovered except on proof that the defendant had actual notice or knowledge of the trade-mark and continued to infringe the same after such notice or knowledge. Furthermore, no profits or damages will be allowed to accrue, except after notice or knowledge of infringement.

It will be unlawful for any

person to accompany any unregistered trade-mark with the notices of registration quoted above, or with any other letters, words or abbreviations of like import; "or to use in connection with any unregistered mark any such words or abbreviations on any label or in any catalog, circular, or advertising matter." It will also be unlawful for any person to accompany any mark, whether deposited under Section 5 or not, with the words "Deposited in the U. S. Patent Office," or "Entered in the U. S. Patent Office," or "Recorded in the U. S. Patent Office," or with any other letters, words or abbreviations of like import, "or use any such words or abbreviations on any label, or in any catalog, circular, or advertising matter."

Violations of these provisions are considered by the Act as misdemeanors. Hence any person who indicates as registered a mark that is not registered, or one who accompanies a deposited mark with any of the indications mentioned in the Act, "or places any of them on any label or in any catalog, circular, or advertising matter, shall be guilty of a misdemeanor punishable by a fine of not less than \$100 or more than \$250."

One of the strikingly important features of the new bill is its repeated definition of a mark as "including a trade-mark, symbol, label, package, configuration of goods, name, word or phrase" used in commerce in identifying any merchandise or business. There is no doubt that this definition will add a great deal of value to the registration service, since it recognizes the fact established at common law that a package or the configuration of a product may become an identifying factor of the merchandise.

In regard to appeals from the decisions of the Patent Office, the bill provides that any applicant may, within one year after a decision of the commissioner, transfer his case to a court of original jurisdiction either in the district of his residence or in the district of the location of his principal place of business. In an event

June 23, 1927

"THE AMERICAN WEEKLY" IS THE MOST



# CAPITALS



**I**T IS customary to think of capitals as cities of pomp and pageantry, of marble and proud display. The imagination hints of towering domes, colorful ceremonies, and deep intrigue. Such capitals do exist. But in America the importance of the political capital fades before that of the economic stronghold. This country has many capitals, each with its own domain.

An American capital, in its truest sense, is not merely the seat of a legislative body. It is the central point for the commercial, industrial and intellectual energies of a vast territory. To it are attracted the best talents, the most acute minds,

of the region which it serves. Through it pour the resource and concentrated wealth of a great empire.

In fourteen of the leading capitals in America, *The American Weekly* has peak circulation. These fourteen cities have one-third of the urban population of the United States! And no less than 22,000,000 of them live in homes where this great magazine is read weekly!

The people who read *The American Weekly* have a high standard of living. They know all about the necessities and luxuries of life, and they want them. They are typical American citizens, making good money

June 23, 1927

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## WIDELY READ MAGAZINE IN THE WORLD

and spending it. They have both the means, and the desire, to buy.

These fourteen capitals represent the greater portion of the buying power of the nation. Their bank clearings total three-fourths of all the bank clearings in the United States. Any one of them has far greater wealth and commerce than Carthage or ancient Rome!

This is the market which *The American Weekly* offers you—a national market, broad as the continent; a stable market, unaffected by local depressions; a rich market, capable of absorbing great quantities of your product at a handsome price. There is no other publication which will cover this market

with anything like such thoroughness, economy, and dispatch.

Yet for all its power and influence, *The American Weekly* is not an expensive advertising medium. Its rates, in relation to its circulation—the largest in the world—are the lowest of all large-scale publications. And it is the *only* national medium in which the advertiser can take a full newspaper-size page in color.

*The American Weekly* will be your ambassador in fourteen of the greatest capitals of the New World, and the trade-empires which they command. Write today for complete information to the nearest office (see below) of *The American Weekly*, A. J. Kobler, President.

*The American Weekly* is a complete magazine, printed in newspaper form, and distributed with the Sunday editions of the Hearst chain of newspapers. It has fiction, news and feature articles, fashions, a household department—a varied and fascinating array of material which makes it the most entertaining magazine in the world. Its appeal is universal.

# THE AMERICAN WEEKLY

Greatest  
Circulation  
in the World

Read by 5,000,000 families every week

9 East 40th Street, New York City

5 WINTHROP SQUARE WRIGLEY BLDG. 753 BONNIE BRAE 222 MONADNOCK BLDG.  
BOSTON CHICAGO LOS ANGELES SAN FRANCISCO

# Consider the Folly of a Salesman showing his Goods to only Two Custo- mers when there are Three waiting to Buy.

**The Profit from the Two Customers' Orders might easily cover only your Overhead with the real Net Profit Waiting in the Third. You can't afford to ignore him.**

That illustrates the Advertising Situation in Indianapolis. There are 121,945 families in the city circulation area by postoffice count. The other evening newspaper has a city circulation of 85,522-reaching only two-thirds of this market at best. The INDIANAPOLIS TIMES city circulation, A. B. C. March 31, 1927, is 47,685-reaching the other third—the third where the net profit lies. We submit the two evening papers, because duplication is at a minimum with two papers in the same field at the same time. These figures demonstrate conclusively that—

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## Indianapolis is a Two-Paper Market

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*If you want a strong one-third for a tryout—or if you want all three thirds to cover the market, use*



**The Indianapolis Times**  
A Scripps—Howard Newspaper

of the kind, the commissioner is required, at the expense of the applicant, to certify and file with the clerk of the court a copy of the application and all proceedings therein. Or, as set forth in the first paragraph of Section 9: "In an *ex parte* case, appeal may be taken to the commissioner in person from the decision of the examiner in charge of trademarks and from the decision of the commissioner to the Court of Appeals of the District of Columbia, whose decision shall be final, except that it may be reviewed by the Supreme Court on *ceteriorari* as provided by Section 251 of the Judicial Code."

The protection offered to registrants by the Act is all that the present laws provide, simplified, clarified, and more directly applied. Section 18 provides that any person who shall infringe in commerce a domestic trade-mark registration shall be liable to injunction, to pay to the owner such damages as he may have suffered from the infringement, to pay to the owner all profits which the infringer shall have made from the infringement, based on the proof of sales only, to deliver up, on oath and upon such terms and conditions as the court may prescribe, all copies, counterfeits, or colorable imitations of the registered trade-mark, also all plates, moulds or other means of making the same, and to deliver up for destruction all printed matter containing any copies or imitations of the trade-mark.

So far as domestic registrations are concerned, the new law will not disturb, although it appears to simplify, the Patent Office procedure. In the case of cancellation proceedings, a great deal of present confusion will be cleared away by the provision that "Abandonment or absence of right to use shall be among the grounds for cancellation. Non-use by the registrant for more than two years shall be *prima facie* evidence of abandonment." The importance of this provision cannot be overestimated, since it is fairly well assured that it will release many thousands of marks which are now

on the registry for public use.

In regard to foreign registrations, the bill provides that all marks communicated to the commissioner by an international bureau organized under the provisions of a treaty or convention to which the United States is a party, and in connection with which the fee required by the convention for international registration and the fee for registration provided by the laws of the United States have been paid, shall be accepted for registration where the mark so communicated is deemed by the Commissioner of Patents to be such that protection can be granted thereto in accordance with existing laws. So far as the registration of foreign trade-marks is concerned, when application is made direct by individuals or firms, the procedure is similar to that of domestic registration, and the marks are provided the same protection under the law.

The Act under discussion contains thirty-nine pages, and it is impossible in a brief article to cover all of its details.

## Frank Presbrey Adds to Staff

N. J. Donovan and Paul C. Smith have joined the Frank Presbrey Company, Inc., New York advertising agency, as account managers. Mr. Donovan was recently vice-president and manager of the New York office of The Caples Company. Previous to that time he had been for four years with Frank Seaman, Inc., New York.

Mr. Smith was formerly with the Campbell-Ewald Company, Inc., Detroit. He had also been with Hearst's magazines and the Federal Advertising Agency, Incorporated, New York.

## Woodworth Specialties Account with Groesbeck-Hearn

The advertising account of the Woodworth Specialties Company, Binghamton, N. Y., tire chains and covers, is being handled by Groesbeck-Hearn, Inc., New York advertising agency. Magazines will be used.

## J. H. Appel Honored

An honorary degree of Doctor of Laws has been conferred by Franklin and Marshall College upon Joseph H. Appel, director of advertising and publicity for the John Wanamaker Store, New York. He is a member of the class of 1892.

June 23, 1927

## Preparing the Sales Manual

E. R. SQUIBB & SONS  
NEW YORK

*Editor of PRINTERS' INK:*

It has been suggested by our sales department that some form of a sales manual be compiled to be used by our new salesmen while taking their course of training before going out on the territory.

It is rather difficult to know just where to start and just how much information to include in getting up such a manual.

No doubt you have run various articles in your magazines on the subject of sales manuals which would be of considerable help to us in getting out such a publication. Perhaps you already get out some form of "An Outline for Building a Sales Manual" or something to that effect which would serve as a guide to us and give us a clue as to just what the proper procedure would be for us to follow.

If you can refer us to any articles that have been published in your magazines on this subject during the last year or two will you kindly give us the references so that we can look them up? Or possibly you would send along to us direct, copies of the magazines which contain these articles.

Also, should you happen to have any form of outline on this subject we would appreciate it very much if you would forward such an outline to us.

Should there be any charges for this service kindly send them in direct to E. R. Squibb & Sons and they will be taken care of immediately.

We would appreciate a prompt response to this letter as we are very anxious to get started on the work of building up this sales manual.

E. R. SQUIBB & SONS.

JOSEPH T. RYERSON & SON, INC.  
CHICAGO, ILL.

*Editor of PRINTERS' INK:*

I am trying to get several samples of sales manuals that have been developed for companies in different fields.

Do you have a sales manual that I might borrow for a few days, and in addition do you know of some other companies from whom I might borrow a copy? I will appreciate your help in this very much.

JOSEPH T. RYERSON & SON, INC.,  
KEITH J. EVANS,  
*Advertising Manager.*

FERRY-HANLY ADVERTISING COMPANY,  
KANSAS CITY, Mo.

*Editor of PRINTERS' INK:*

We are interested in compiling a manual to be used by the prospective salesman—explaining the product of the company, telling him why he should sell this product and the stories of other men's success selling for the company.

We would like to write to companies now using such a manual and ask them

for suggestions and for samples of their book. Can you tell us any companies now operating under such a plan? We are under the impression that some of the larger insurance companies are using manuals of this type to sell their prospective salesmen, but we do not know what company to write to for that out. Can you help us?

FERRY-HANLY ADVERTISING COMPANY.

THE numerous inquiries that are coming to PRINTERS' INK on the subject of sales manuals indicate that it is a question which is being studied with a great deal of thoroughness right now.

To each reader who has written PRINTERS' INK about the subject of sales manuals we have sent a bibliography listing twenty articles that have appeared in PRINTERS' INK and PRINTERS' INK MONTHLY. These articles give a composite picture of something like thirty sales manuals issued by manufacturers in different fields.

Extra copies of this bibliography are available and they may be had by executives interested in the subject. A reading of these articles will be helpful to those who are contemplating compiling a sales manual as well as those who are going to revise their sales manuals.

Right now, PRINTERS' INK is preparing a series of articles on the construction and use of sales manuals. The manuals of some thirty-five prominent manufacturers are now in the possession of our editorial department. A composite picture of these manuals, after a careful study of them has been made, will be given in these articles.

We hope to add to this sales manual collection and manufacturers are invited to send us their books. This will give us an opportunity to extend our investigation.

Confidential information contained in sales manuals will of course be respected. All manuals will also be returned as quickly as possible.—[Ed. PRINTERS' INK.]

### Joins Minneapolis Agency

Ralph Johnson, recently with The David Company, St. Paul advertising agency, is now an account executive with Addison Lewis & Associates, Minneapolis.



## When building specifications are not "all Greek"

**E**VERYBODY plans to buy or build a home some day.

But the reader of Popular Science Monthly starts with an asset which well may be envied by many another man; that is:

A strong natural inclination towards things which call for constructive ability.

He plans with understanding and purpose.

Is practical in his comprehension of building and what enters into it.

Able to weigh the advantages of one material or specialty over another.

A mighty good prospect for your product!

A group of three hundred thousand such prospects is reached easily and economically, through advertising in Popular Science Monthly!

# Popular Science

MONTHLY

250 Fourth Avenue, New York

# It takes two keys

Boston is unique among American cities. Rated as the country's fourth largest market, the Boston trading area is exceeded in density of population by New York only. The Boston territory is compact. Within a thirty-mile radius from City Hall over two-and-a-half million live and work and buy. They constitute the Boston that interests the advertiser. But this great market is divided—the cleavage is as sharp as if an insurmountable barrier had been erected between the two groups. This separation is, however, mental—not physical. Just as the forty towns and cities that compose Business Boston are separated by a street here, a railroad there—so the preferences and buying habits of Boston's population are divided by heredity, tradition and by environment.



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Advertising Representative:  
GEO. A. McDEVITT CO.  
250 Park Ave., New York, N. Y.  
914 Peoples Gas Bldg.,  
Chicago, Ill.



For six years the *Herald-Traveler* has been first in National Advertising, including all financial, automobile and publication advertising, among Boston daily newspapers.

Advertiser  
GEO. A.  
250 Park  
914

# Keto open Boston

There is no master key to Boston for no one Boston newspaper appeals to both groups of Boston's divided populace. The Herald-Traveller is the overwhelming favorite with one group while three other Boston newspapers share preference by the other group. The Herald-Traveller group is by far the more important of the two—in per capita wealth and buying capacity. The national advertiser who is contemplating the Boston market must keep these facts in mind—that the Boston market is divided; that no one newspaper covers both groups; that one of these groups can be reached through the Herald-Traveller only; that the other group may be reached by one or more of several Boston newspapers.

## BOSTON HERALD-TRAVELER

Advertising Representative:  
GEO. A. McDEVITT CO.,  
250 Park Ave., New York, N. Y.  
914 Peoples Gas Bldg.,  
Chicago, Ill.



For six years the Herald-Traveller has been first in National Advertising, including all financial, automobile and publication advertising, among Boston daily newspapers.

June 23, 1927

# THE ERICKSON COMPANY

*Advertising*

**381 FOURTH AVENUE, NEW YORK**

If you want to know about our work,  
watch the advertising of the following:

BON AMI  
 CONGOLEUM RUGS  
 VALSPAR VARNISH  
 GRINNELL SPRINKLERS  
 McCUTCHEON LINENS  
 PETER SCHUYLER CIGARS  
 ANSCO CAMERAS AND FILM  
 COLUMBIA WINDOW SHADES  
 ARCADIAN SULPHATE OF AMMONIA  
 TARVIA  
 DUZ  
 WOODTONE  
 HAVOLINE OIL  
 WALLACE SILVER  
 THE DICTAPHONE  
 BARRETT ROOFINGS  
 NAIRN INLAID LINOLEUM  
 COOPER HEWITT WORK-LIGHT  
 McKESSON & ROBBINS PHARMACEUTICALS  
 NEWSPAPER INSTITUTE OF AMERICA  
 PLYMOUTH BINDER TWINE  
 SEMET-SOLVAY COKE  
 TAVANNES WATCHES  
 INDIAN GASOLINE  
 BONDED FLOORS  
 NEW-SKIN

What we've done for others we can do for you.

Member of the American Association of Advertising Agencies

Member of the Audit Bureau of Circulations

Member of the National Outdoor Advertising Bureau

# Advertising Sands the Tracks for Slipping Coal Sales

Results of Six Months' Trial Led Oregon Coal Dealers to Vote for Three-Year Campaign

**C**OAL dealers in Oregon became increasingly uneasy last fall as they saw new devices for heating with gas, oil and other fuels being sold to more and more of their customers. On some of them it dawned, for the first time, that competition had taken on a new shape.

It was no longer coal dealer against coal dealer but coal against a rapidly growing and formidable field of newcomers. Already great new industries, backed by advertising and the most aggressive sort of specialty salesmanship, challenged the age-old coal industry to justify its place of leadership among the domestic fuels.

Before the winter of 1926-27 was over coal dealers in Oregon began to meet their new competition. Less than six months of advertising together with an organized effort to learn the sales possibilities of coal better convinced them that they can sell on even terms with any of the newer fuels. So the Oregon Coal Dealers Educational Committee will continue its advertising and sales promotion campaign for a minimum period of three years. The story of what has been done so far should be of interest to other established industries in which producers and sellers find their markets threatened by newer industries formerly regarded as being far removed from the competitor class.

The Oregon coal dealer's weakness goes back far beyond the appearance of the oil heater as a house heating unit. The population of Portland, for example, increased more than 100,000 in ten years without any increase in coal sales worth mentioning, O. F. Tate, secretary of the Oregon Coal Dealers Association, tells PRINTERS' INK. The trouble was that coal was not being well sold. In countless cases it was not being

used properly. Such matters as percentages of ash and moisture content, proper sizes and B.T.U.'s did not seem to interest the average dealer much.

They did, however, show an interest not far removed from a panicky feeling when oil heater advertising began to appear and get a sympathetic hearing. They began to complain about inadequate profits when gas, electricity and other fuels showed themselves ready to fight it out with coal. These new competitors talked about the inconvenience and dirt incident to burning coal. Buyers listened and the coal men offered no counter arguments.

Finally a few leading dealers caught a glimpse of what must be done. They called a meeting, advanced the idea of advertising in Oregon newspapers to tell coal's story and asked dealers to subscribe from \$5 to \$25 each month to finance the advertising. They invited producers and operators to join with them; and a campaign was launched last December in newspaper, direct-mail and outdoor advertising. Folders and envelope stuffers were sent to his customers by each dealer. Then a series of educational meetings was arranged. Twenty-one of these were held last winter to keep the matter of advertising alive and to bring to dealers new methods of selling and data on the scientific use of coal.

#### SOME CLAIMS NEEDED ANSWERING

The coal dealers felt that some of their new competitors were going out of their way to place undue emphasis on the shortcomings of coal as a fuel. So much of the coal advertising that appeared subsequently had to answer some of the extravagant and misleading claims.

The advertising offered a booklet called "Heating Secrets" and

planted the thought in the minds of its readers that the coal-burning furnace was economical when used properly, that it was quiet, simple, odorless and certain.

Where customers were having some difficulty with their present heating equipment the Coal Dealers Educational Bureau offered the services of an expert furnace man. One result of this advertising, which ran over a period of four or five months last winter, was an increase over previous years in the sales volume of furnaces using coal on the part of every manufacturer and agency in Portland reporting to the bureau.

It did not take long for the coal dealers to realize that although they were primarily interested in selling coal they must develop a wider interest which embraced every phase of satisfactory heating. Coal, itself, rarely gave its users any trouble. Furnaces that were poorly designed or installed did. Therefore the dealers began to hunt for automatic or improved firing devices for coal burning. A number of them formed a sales organization to distribute automatic stokers for which they found a sizable and growing market.

At the annual meeting of the coal dealers' association, held a few weeks ago, it was decided that it would be short-sighted to advertise coal in a spasmodic manner. The advertising ought to continue consistently, the association voted, and on a three-year basis.

Other communities are beginning to take an interest in regaining some of the ground that coal has lost to other fuels in the last few years. California dealers will spend \$25,000 a year for three years for advertising, and there is a strong likelihood that a newspaper and outdoor campaign will be worked out to include nine of the principal coal consuming States in the Rocky Mountain and Coast region.

"Many of the inventive efforts of the American people in the last twenty-five years have been directed toward substitutes and synthetics," says Mr. Tate. "In some instances the invention, creation

and production of substitutes for the things intended by nature to be used have almost entirely supplanted the natural supply.

"For hundreds of years coal has been just coal. The most people knew about it was that it was a fuel, existing in almost unlimited quantity, dirty, and, according to the cartoonists, very expensive. The whole scheme of house heating has been carried out on the basis of guess work in most cases. Coal must be made convenient to burn and clean to handle. It must also be advertised."

### Life Insurance Sales for Five Months Ahead of 1926

Sales of life insurance by United States companies were 3 per cent greater during the first five months of this year than during the corresponding period of 1926. This five-month increase is shown despite a decrease of .7 per cent in the amount of new business paid for during May of this year, according to a statement forwarded by the Association of Life Insurance Presidents to the United States Department of Commerce. The compilation aggregates the new business records, exclusive of revivals, increases and dividend additions, of forty-five member companies, which have 81 per cent of the total volume of life insurance outstanding in all United States legal reserve companies.

For the five-month period, the total new business of all classes written by the forty-five companies was \$4,832,000,000, against \$4,692,000,000 during the same period of 1926, an increase of 3 per cent. New ordinary insurance amounted to \$3,393,000,000, against \$3,260,000,000, a gain of 4.1 per cent. Industrial insurance amounted to \$1,103,000,000, against \$1,083,000,000, an increase of 1.9 per cent. Group insurance amounted to \$336,000,000, against \$349,000,000, a decrease of 3.6 per cent.

### H. J. Hodges Advanced by Murphy Varnish Company

Harry J. Hodges, assistant to the advertising manager of the Murphy Varnish Company, Newark, N. J., has been made advertising manager. He has been with this concern for four years and for seventeen years was with Valentine & Company.

### Van Allen Company Appoints W. G. Watrous

William G. Watrous, formerly president of Evers, Watrous & Company, Chicago, has been appointed vice-president of The Van Allen Company, advertising agency of that city.

# 3 years old

on June 24

Latest statements to A. B. C. show that  
the Mirror, with 411,808 circulation, has

## *passed all but 6*

of the 2000 morning or evening  
daily newspapers

## *in America*



NEW YORK  
**DAILY MIRROR**

A Bright Picture Newspaper  
for all the family

J. MORA BOYLE, Advertising Director, 55 Frankfort St., N. Y.  
Western Office: 326 West Madison St., Chicago



Meeting of the Advisory Committee of the Simplified Practice Division of the Department of Commerce with representatives of the business press to discuss the award of prizes offered by a member of The Associated Business Papers, Inc., for the best application of simplified practice to a business.

To cut production costs and to reduce distribution wastes, thousands of manufacturers, wholesalers and retailers have voluntarily agreed to eliminate excess sizes and varieties under the direction of the Simplified Practice Division of the Department of Commerce.

Business publications have taken a primary part in this great movement to reduce manufacturing and selling expense and prevent rising prices. Editors and advertising men are serving on committees; editorial articles and advertising copy have told the story of these savings to millions of readers, trade by trade, industry by industry.

It is this intimacy of the business paper with its field that carries conviction with the reader and gives it editorial vitality and business-getting strength.

Advertiser and advertising agent may obtain from the intimate knowledge of the business paper publisher, editor and advertising man guidance and counsel to put great movements in industry to work in the channels of trade.

Business publications are geared to industry. A technical or trade or class journal enables the advertiser to specialize in his advertising in the same way that he is specializing in his selling.

#### THE ASSOCIATED BUSINESS PAPERS, INC.

52 Vanderbilt Avenue, New York

The A. B. P. is a non-profit organization whose members have pledged themselves to a working code of practice in which the interests of the men of American industry, trade and professions are placed first—a code demanding unbiased editorial pages, classified and verified paid subscribers, and honest advertising of dependable products.



# Should Major League Baseball Clubs Advertise?

**Is Baseball a Good Article? Yes. Will It Sell at the Price? Yes.  
Then Why Not Increase Its Sales by Advertising?**

By Jesse F. Matteson

President, Matteson-Fogarty-Jordan Company

[EDITORIAL NOTE: Mr. Matteson, the author of this article, knows his subject. Before entering the advertising agency business he was a baseball and sporting editor of a large Chicago newspaper. During that time he wrote two books on baseball: "How to Bat" and "How to Play the Outfield."]

It is said Babe Ruth told those attending a banquet in his honor at Grand Rapids, Mich., that he had read "How to Bat" often and from it had learned nearly everything he knows about slammimg them over the fence.

Mr. Matteson further qualifies as an authority when he tells us: "I played baseball in high school and college and now and then with major league teams on their training trips while I accompanied them as a correspondent."

"**S**HOULD major league baseball clubs advertise?" or "Why should not major league baseball clubs advertise?" are two questions as old as organized baseball itself.

Club owners, in the main, would be willing to advertise if they thought that advertising would bring them extra patronage.

Their first reaction to the question as to whether they have ever considered advertising is that they have thought about it often but that there would never be any need of advertising if they could develop a championship team. That is probably true because leadership, whether inspired by greater physical skill or strength or advertising brings reputation.

The baseball club leading either of the major leagues will fill its park every Saturday and Sunday and bring out good-size crowds on week days. However, the poor tail-end finds itself with vacant seats on holidays and with only a handful of mid-week spectators.

The second division clubs would like to do something to increase patronage. All clubs have instituted Ladies' Day when women are admitted free. There are days

for children, also. In most cases on Ladies' Day, when women are accompanied by children, both are admitted free. Club owners state this has built up additional patronage and they are continuing the practice. However, most club owners prefer to dodge the question of paid advertising or, at least, do not desire to commit themselves to it because each owner believes that, sooner or later, he will have a championship team and when that times comes his stands will be so jammed and the news columns will be so full of the exploits of his club that advertising might, they argue, become superfluous.

Baseball has been described as our "National Pastime," which probably it is. American boys play baseball in back lots just as Italian boys sing and Swiss boys walk and French boys fence, while the Swedes and Norwegians ski and skate. There are probably few boys between nine and sixteen today who would not rather be Babe Ruth than President Coolidge. Those boys would like to attend baseball games and do flock through the gates whenever they are allowed to do so at the expense of the club owners. From those youthful devotees of today there will develop a sufficient number of "dyed-in-the-wool" baseball "bugs" or "fans" who will continue to get a kick out of the game throughout most of their lives.

But the fact remains that only hundreds or thousands see a baseball game in Chicago or New York or any other big league city, while millions stay away. The seats are there—why shouldn't they be occupied every day? There isn't any doubt that out of 1,000

men and women watching a baseball game for the first time, 999 of them will get some kind of a thrill out of it. But, they don't continue to go because a few doses aren't enough to set the dye.

Baseball crowds, for the most part, are made up of the fanatics who attend through a combination of real love for the game and the desire to see a contest. When the team rises to the lead, several thousand more, who like to float with the tide, attend. They are the hero worshippers. In another classification we have those who attend only post-season games.

Summed up, those who watch ball games revolve in a baseball world of their own. They attend because they do. They get a kick out of it, they yell themselves hoarse, they eat popcorn and peanuts and no one can tell them there is any other form of enjoyment which equals baseball.

However, there is the business man, and there are many thousands of him in large cities like New York and Chicago, there are the managers and the high-grade clerks, and the women of means, who are likely to look askance at those who derive so much pleasure out of baseball and wonder why. They are outside the baseball world. They are neither "bugs" nor "fans" nor do they love a contest. It is that huge mass which advertising probably would reach.

There is no better recreation and relaxation than to watch a baseball game. I do not care how cold-blooded a man is, he will warm up to a pitching duel or a slugfest. Why not point this out to the great mass of people who do not attend baseball games? The relaxation furnished by baseball, the getting away from business cares, the open air and the sunshine, the healthfulness, the inspiration to better physical development and better health—all are surely a part of our splendid national pastime.

Certainly the athletes performing on the diamond cannot fail to make everyone sitting in the stands wish they might have like stamina.

Why not tell the huge mass of non-attenders that it would be a fine thing for them if they would set aside one afternoon a week and take in a baseball game, just for their health's sake? Why not tell them to suggest to some of their employees that it would be perfectly all right for them to go to a ball game now and then?

While there are hundreds, even thousands, of women to be seen at any important baseball game, few women appreciate really what it means, whereas baseball ought to mean a great deal to every woman. Mothers, particularly, should have in mind the physical development of their sons.

There are few finer physical inspirations than may be seen any afternoon at a major league baseball game. Mothers are quite likely to answer that they do not want their boys to become baseball players. They should be reminded that whether they do become baseball players, or ministers, or bankers, or truck drivers, they should be encouraged in the skilful development of their bodies.

Mothers should take their sons, during vacation, to see baseball games. Mothers should be told this in advertising. They should be told that it is far more healthful for them to sit out in a fine, open baseball stand than to sit in a stuffy room and play bridge. It is not merely more healthful, but might it not stir up within their sons the feeling that "Mother is an awful good-fellow"?

Picture for instance a good-size advertisement in one of the New York, Chicago or Philadelphia papers on a day when one of the home teams is playing, showing a sparkling, sunlit baseball diamond with cool, comfortable stands. The lemonade and the popcorn man should not be forgotten. The players are in action. One of them is sliding to second, kicking up a cloud of dust.

A fine looking mother with two enthusiastic sons, standing up with their little fists clenched at this exciting moment, are shown as a part of the picture.

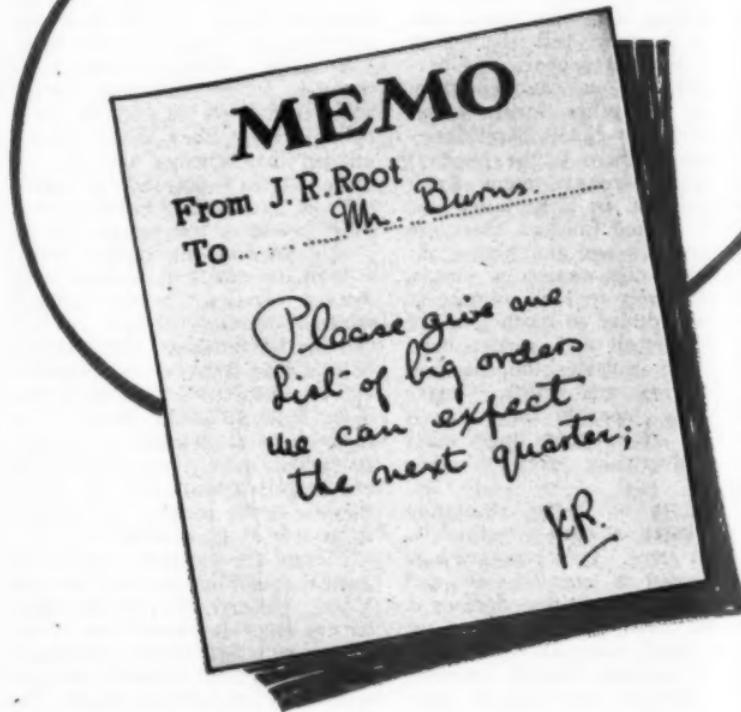
The headline is "Mother, Why

June 23, 1927

June 23

# REAL INDUSTRIAL

If you were the sales manager would  
you welcome this request or start  
to worry?



# McGRAW-HILL



New York

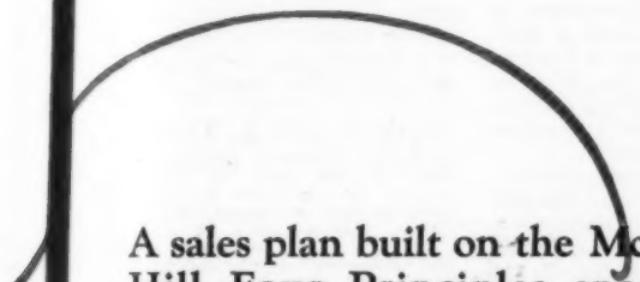
Chicago

Cleveland

St. Louis

## L MARKETING PROBLEMS

〔No. 2 of a series of advertisements conceived to help the advertising profession make more effective use of Industrial Advertising.〕



A sales plan built on the McGraw-Hill Four Principles spots the sources of greatest business. The Industrial Advertising stipulated in that plan prepares the way for the salesmen to get that business.

A new McGraw-Hill Book, "Industrial Marketing at Work," shows how manufacturers are making a step-by-step application of the Four Principles. A copy will be delivered to any executive responsible for sales and advertising to industry.

## L PUBLICATIONS

St. Louis Philadelphia

San Francisco

London



**Not Take Your Sons to the Ball Game This Afternoon?"**

Tell them why they should do so. There are many reasons.

There is the appeal to the so-called "tired business man." It is usually good because it furnishes a fine excuse. Thousands of them want what looks to be a valid excuse to get away some place most nice afternoons. Advertising (which their wives read also) would give them that excuse. Real excuses founded upon facts can be put into paid baseball advertising.

During vacation period a strong appeal can be made to fathers to take their sons to watch a baseball game. How about a headline like this: "When You Were a Kid, Wouldn't You Have Hugged Your Dad If He Had Taken You to a Big League Game?"

There are many, many other appeals, both to the man who attends baseball quite regularly and to the man who does not go at all. For instance: "Why Not Try a Baseball Game On Your Wife?"

When the manufacturer has something to sell and asks a good advertising agency to help him sell it, the first thing the agency does is to try to find out if it is an article which the people will buy at the price that must be paid. If it is such an article, the agent knows that advertising, properly written and properly placed, will sell it.

Baseball is the article we are talking about now. Is it a good article? Will it sell at the price? Let's take it for granted that the survey will show it is a good article and that people will buy it at the price. Therefore, it ought to stand up under advertising. The right kind of advertising ought to make more people buy it. They will begin to say, "Oh, I think baseball is wonderful," and other people will go and the crowds will be augmented and the club owners will be happier and baseball will be placed even on a higher plane, and people will understand that in baseball there is something more than a gruelling contest. There is inspiration in it

for better health, for more business, pleasure, friendliness, relaxation. It is something to talk about and think about and help keep the fagged brain cells from whizzing around in a circle.

Yes, baseball ought to use paid advertising. No time is to be lost. We are already well into the middle of the playing season.

\* \* \*

N. B. How many people, think you, are being diverted from thoughts of baseball by golf, tennis, swimming, motoring? Are people getting to be more or less anxious to take their own exercise?

Why shouldn't the mere going to a baseball game be set up as a real game all by itself?

#### Death of John R. Thompson

John R. Thompson, chairman of the board of the chain of restaurants operated by the John R. Thompson Company, died at Chicago, on June 17. He was sixty-two years old.

The first restaurant was started by Mr. Thompson at Chicago in 1891. Three years later two more branches were opened. At the present time 181 restaurants of the "one-arm" cafeteria type are operated by this company. Three years ago Mr. Thompson sold a chain of seventy grocery stores which he had started at Chicago in 1920. In recent years John R. Thompson, Jr., president of the company, has managed the business.

#### Appoint Erwin, Wasey & Company

The Ross Company, New York, maker of "Winx" eye lash preparation, and the Carl G. Fisher Development Corporation, developer of Montauk Beach, have appointed the New York office of Erwin, Wasey & Company, to direct their advertising accounts. Magazines will be used for the former account and magazines and newspapers for the latter account.

The advertising account of the Krem-Ko Company, Chicago, Krem-Ko chocolate drink, has also been placed with the Erwin, Wasey agency and is being handled by its Chicago office.

#### Martha E. Dodson with Calkins & Holden

Miss Martha E. Dodson, for six years associate editor of *The Ladies' Home Journal*, has joined the staff of Calkins & Holden, Inc., New York. Miss Dodson has also been managing editor of *Harper's Bazaar*, and fiction editor of *Good Housekeeping*.

## New Locations Should Be Advertised

HONIG-COOPER COMPANY, INC.  
LOS ANGELES, CALIF.  
WESTERN UNION TELEGRAM

*Editor of PRINTERS' INK:*

Please Air Mail list of articles you have published regarding advertising campaigns featuring change of business locations or articles dealing with campaigns used to emphasize some particular location.

HONIG-COOPER COMPANY, INC.

MORE than one company has lost business because it has not advertised its location. Especially when a new plant has been established or a new store opened, is advertising a necessary factor. One of the frequent objectives in building a new factory is to get a more suitable and accessible site. The same applies to the opening of new stores.

No. 270 Greenwich Street, New York, has long been known as the home and only store of the Coward Shoe Company. After many years, the company decided recently to open a store located in the uptown shopping district of New York. Newspapers were used to advertise this store and its advantageous location for women shoppers.

A coincidence occurred when, during the same week, the Happiness Candy Stores announced their new store on Fifth Avenue. The location furnished plenty of good copy, for it is located "On the site of Old Delmonico's"—incidentally, this phrase was featured throughout the advertising. One of the headlines used was "Happiness Comes to Fifth Avenue." All the way through the advertising the location is stressed with such phrases as "come dine with Happiness on this historic spot"; "You will find it more convenient"; "Happily situated in the site of uptown shopping," and "Ideal location."

A factory location needs advertising, also when that location is a hindrance rather than an asset to the company—either because of its neighborhood or because it is out of the way.

Articles have appeared in both PRINTERS' INK and PRINTERS' INK MONTHLY which tell how new store locations and factory locations have been advertised. These articles tell also how companies have successfully overcome their handicap of poor locations by advertising. The dates of such articles are listed below.—[Ed. PRINTERS' INK.]

"Overcoming a Location Handicap by Direct Advertising," p. 102, November, 1922.

"When Location Is a Talking Point," p. 31, September, 1922.

"Squeeze Your Advertising Dollars Dry," p. 23, August, 1922.

"Uneeda Bakers Advertise a House-warming," p. 49, March 10, 1927.

"We Got 30,000 People to Visit Our New Power Plant," p. 69, March 4, 1926.

"Why Manufacturing Location Has Not Hindered Carters' Ink," p. 185, October 4, 1923.

"Newspaper Copy That Gets People 'Uptown,'" p. 53, March 29, 1923.

"McRosky Turns His Location into an Asset," p. 157, January 11, 1923.

"Paying Extra for a Publicity Location," p. 196, April 28, 1921.

## Big Increase in General Motor Sales for May

The General Motors Corporation, Detroit, reports that retail sales by dealers to consumers in May were 171,364 cars, an increase of 29,713 cars over May, 1926. In May the sales by car divisions to their dealers totaled 173,182, against 120,979 in May, 1926.

These figures include passenger cars and trucks sold in the United States, Canada, and overseas by the Chevrolet, Pontiac, Oldsmobile, Oakland, Buick, LaSalle and Cadillac manufacturing divisions of General Motors.

## Canadian Audit Bureau

### Members Meet

Twenty directors of the Audit Bureau of Circulations visited Quebec, June 10, to attend the annual Canadian dinner of the Bureau. P. L. Thomson, president of the Bureau, who addressed the meeting, counseled the Canadian press to build into the minds of the Canadian and American people a sound public opinion toward its government and industries and toward the advantages of Canada as a place in which to live, work and play.

## Audit Bureau Elects W. A. Hart to Board

William A. Hart, director of advertising of the E. I. du Pont de Nemours Company, Wilmington, Del., has been elected to membership on the board of directors of the Audit Bureau of Circulations.

When you think of  
America's Second  
Largest Industry  
what textile paper  
comes to your mind?



You are right!  
And every textile  
manufacturer and  
mill man has the  
same answer.



LARGEST NET PAID CIRCULATION AND AT THE  
HIGHEST SUBSCRIPTION PRICE IN THE TEXTILE FIELD



"I am privileged to conclude that the business press for us as manufacturers and advertisers is all-powerful.

"In 1914 we undertook a contract for four one-quarter pages in the Dry Goods Economist, a total of \$160 expenditure.

"We prepared our copy, we launched our campaign (as we, with expanded chests called this venture into advertising) and the remarkable thing was that immediately after the appearance of our small ad we got results.

"The years 1915, 1916 and 1917 were banner years for us. Our campaign and our success grew and grew and grew. The results were in like proportion to the expenditure and the Business Press as we saw it was certainly a vision most delightful to behold.

"*We all made money.*

"Then came the difficulties, coal strikes, labor troubles, transportation strikes.

"The year 1920 was the warmest winter in the Weather Bureau's history.

"Cancellation after cancellation came in to us.

"The Glove Business probably suffered more severely than any other line of regular merchandise. What could turn the tide? No one could carry on unless there was a complete rehabilitation. How could this be brought to pass. Style, style, style, kept ringing in

our ears. Induce people to come back. Take interest again. Create new styles, etc. But how to put it over—and the answer was the Business Press.

"We inaugurated a campaign with greater investment and more fixity of purpose.

"The year 1925 closed showing us ahead in sales considerably out of proportion to the amount of expenditure involved.

"We inaugurated on December 29, 1925 a selling campaign for delivery Fall 1926. Our record goes down in the annals of glove experience as one almost in-

credible.

"The Business Press has taken our business, and has placed us in a position where we are at peace."

*For "Business Press" above, read "Dry Goods Economist"—which has carried 90 to 100% of this glove manufacturer's business paper advertising every year for the last twelve years.*

*The Economist has helped to build similar successes in ready-to-wear and in home furnishings—in fabrics, toilet goods and store equipment—in every kind of merchandise sold to dry goods and department stores.*

*For further interesting, unprejudiced facts about the possibilities of the business press, send for a copy of "We All Made Money" from which these quotations are taken.*

## TRUE TALK

by the General Manager of  
one of the largest glove  
manufacturers

## ECONOMIST GROUP

239 W. 39th St., New York

# Should Salesmen's Volume of Business Be Published?

An Inquiry into the Advisability of Showing Up the Lesser Lights in the Glare of the Stars' Accomplishments

CENTURY ADVERTISING SERVICE, INC.  
NEW YORK

*Editor of PRINTERS' INK:*

A discussion has arisen in our office as to whether it is wise to send out to salesmen a periodical bulletin showing the amount of business they have written and their relative standing as against other salesmen.

The contention that has been made is, that the only circumstances under which this is advisable is to emphasize to a man his weakness; in a word, it might be dangerous to let a salesman see that while he is weak, there are others who are still weaker. Also, there was doubt as to the effect on the "star" salesmen who might enjoy the satisfaction of seeing their names head the list constantly.

Realizing full well your wide experience on matters of this kind we would appreciate whatever viewpoints you might bring to bear along this line.

CENTURY ADVERTISING SERVICE, INC.,  
D. H. LIVINGSTON.

HOW to advise the individual salesman of the work he is accomplishing without turning the head of the star, or unduly discouraging the steady plodder, requires great tact and common sense. The quiet plodder, doing the best he can put up against unusual conditions in his territory, doesn't become exactly enthusiastic when he sees his name printed in the house magazine each month down near the foot of the list, and reads all the nice things said about the stars. He is likely to wonder why his boss doesn't take the trouble to find out what he has to contend with and give him some help. He is tired of being told to hit the line hard and do more work so that he can reach the volume of the leaders, especially as he was also told a few months before to do more missionary work.

No less than fifty-two sales executives wrote PRINTERS' INK recently, giving their views on how to keep the salesman posted without bulletinizing him to death or unduly discouraging him. The consensus of opinion was that printing the monthly standing of each man serves no useful purpose

and often destroys the initiative of a quiet, hard-working salesman, who, while he may be temporarily below the big stars in volume of sales, is building on a solid foundation for the future. Each salesman should know all he can about his own territory, say these men, but what another man is doing in another territory is not nearly so important.

F. L. Campbell, general sales manager of the United States Chain and Forging Company, sums up the views of many others when he says:

"I concede frankly that the conditions in one sales territory are not exactly the same as they are in other sales territories and therefore what the man is primarily interested in is the local conditions in his territory. There may be conditions crop up in that territory over which neither he nor ourselves have any control, such as enforced strikes in the dominating industry in his territory, which naturally affect his business in that particular local territory, but which may not in any way affect the conditions in other territories, but which would cause a pretty bad feeling on the part of the salesman if his standing was published broadcast to all of the sales force, and perhaps some man in some far distant territory has no idea of the local conditions that one man is up against."

## A FAIR WAY TO JUDGE A MAN'S SALES

The proper way, this sales manager thinks, is to judge every salesman on the basis of the proportion of the business he is getting, giving consideration also to the total amount of business which is being placed in his territory in his line at that time. If he maintains a proper balance in relation to the total amount placed he is doing well, even though his vol-

ume and the total volume may have shrunk because of conditions over which he has no control.

"It is my belief," Mr. Campbell says, "that handling a sales force along this line, where you have every man feeling that you are ultimately fair toward him, and that you are looking at things in his territory from his angle, results in the confidence and respect of the individual salesman and you get his best efforts."

Another sales manager writes: "It seems foolish to me to make public every man's volume. The star gets a swelled head, the honest plugger gets discouraged, and the natural-born loafer, who has not yet been found out, encourages himself by seeing that others are as low as he is in sales volume."

Some sales managers consider that each man's volume is a private matter between the man and his boss, but that sales costs per dollar, or percentage of increase or loss is a matter which may be made public without ill effect.

Still others publish the individual standing on one item being pushed at the time, but not on the whole line; others claim that the only fair comparison is that of business in the same territory this year and last.

#### THE STEADY PLUGGER

The sum total of all the sales managers' experiences indicated that more attention and help is being given to the steady plugger. There was a time when the star salesman was the man in the organization who received the most attention and praise and was observed most carefully. Today sales managers are paying more attention to the men who, while not showy or startling in results, are in the aggregate selling more than are the stars. Stars are often temperamental. Pluggers, on their way to greater volume, are not. They are easier to handle. Continual publication of results in bulletins or house magazines, one sales contest immediately after another and all the other high-pressure methods designed to turn every plugger into a star, not only do not have that effect, but often

discourage and dishearten the modest, plugging young men who are the backbone of every sales organization.

Nothing should be done to make the meek and lowly hard worker feel that his efforts are not appreciated or that he is being hopelessly outdistanced by men of superior selling ability.—[Ed. PRINTERS' INK.]

#### Modern Selling Methods Urged for New England

The committee on merchandising and advertising of the New England Council, at its quarterly meeting at Rye Beach, N. H., reported that the future economic welfare of New England industry depends "to a larger degree upon the adoption of modern methods of selling, merchandising and advertising than upon any other one factor." The report was presented by Walter G. Resor, of the Boston office of the J. Walter Thompson Company, chairman of the committee.

The report further stated that, in examining New England industries from the group standpoint, many popular conceptions have no basis of fact, because usually the tendency is to speak of New England in terms of one or two of its outstanding industries, when, in fact, there is great diversification. Yet, today, many communities are faced with the dominating influence of a single industry.

A false sense of security, the report continues, and an entire failure to realize the economic changes that have taken place around them are situations which imbue too many New England industries, resulting in a weakness in selling and merchandising among far too many of the manufacturers.

A recommendation was made by Hiram W. Ricker that a Chicago office be opened for distribution of advertising regarding New England and its industries.

#### E. C. Wright Joins Einson-Freeman Company

E. C. Wright, recently president of the Hostess Publishing Corporation, New York, has become associated with the Einson-Freeman Company, Inc., New York, window and store display advertising. He was at one time with the Hearst organization.

#### H. C. Graves with Reynolds Spring Company

Horace C. Graves, who has been engaged in financial newspaper work in New York for more than twenty years, has been appointed director of publicity of the Reynolds Spring Company, Jackson, Mich., manufacturer of springs and spring structures.

# How Toasted Sandwiches were Popularized

## The story of a new fashion in foods

Eight years ago the Waters-Genter Company brought out a new electric toaster—The Toastmaster.

Today you can get a wide variety of toasted sandwiches wherever good food is served to the public. A large percentage of them is made on Toastmasters, automatically and without a possibility of burning.

The manufacturers had more than a good, new product with a fine name. They had a merchandising idea—profits in toasted sandwiches. They sold this idea to progressive hotels and restaurants. As the idea went over, so did The Toastmaster. A new fashion in foods was created and a merchandising success established.

In the development of this success, the Waters-Genter Co. have used many of the sales services of the Ahrens Publishing Co. The Toastmaster is advertised on the third cover of every issue of every Ahrens publication, covering the leading hotels, leading restaurants and the trade which sells to these allied markets.



The Ahrens Publishing Company, Inc., is a member of the Associated Business Papers, the Audit Bureau of Circulations and the National Publishers Association.



### AHRENS PUBLISHING COMPANY, Inc.

#### HOTEL MANAGEMENT

*the business magazine of  
the hotel industry*

Main Office, New York  
342 Madison Avenue

#### INSTITUTIONAL MERCHANDISING

*the magazine for jobbers'  
salesmen*



#### RESTAURANT MANAGEMENT

*the business magazine for  
restaurants*

Western Office, Chicago  
326 West Madison St.



## Utilities Report \$10,000,000 Advertising Expenditure

In Presenting Its Report at the Convention of the National Electric Light Association, the Advertising Committee Recommended That the Association Consider a National Advertising Campaign.

**A**N analysis of the report of the advertising committee of the National Electric Light Association, presented at the fiftieth convention of the association, showed that approximately \$10,000,000 was spent for advertising by 210 member companies during 1926. This is an equivalent of .6 of 1 per cent of their total gross income, with the larger and more successful of the electric light and power companies spending an amount equal to 1 per cent of their gross income.

Following are some of the highlights of the report:

"Were electric light and power companies to discontinue advertising, the public would be deprived of the cheapest and quickest means of receiving information as to ways in which electricity may be progressively employed for individual economy, comfort and convenience. In addition, the cycle of effort resulting in decreasing production and distributing costs, enabling lower selling prices, would be seriously affected, if not made impossible.

"Of the total advertising expenses of companies reporting for 1926 it was found that 62 per cent of the whole represented newspaper advertising, about 10 per cent direct-mail advertising, 5 per cent outdoor and poster displays, and 8 per cent miscellaneous mediums. Salaries and overhead accounted for approximately 10 per cent of the expenditures, art and mechanical work about 5 per cent.

"The purposes for which the advertising was directed were grouped under four general headings: (1) Appliance or merchandising; (2) service building; (3) good-will or institutional; (4) sale of securities.

"For the advertising of appliances these companies spent 43 per cent of their total advertising; for service building in other ways, 10 per cent; for good-will or institutional effort, 37 per cent; and for the sale of securities, 10 per cent.

"Fifty-seven companies reported that they utilized the services of agencies. Of these, thirty-six, used the agencies for the preparation of advertisements only, while twenty-one placed their advertising through such organizations. One hundred and fifty-eight replied that they made no use of agency services.

"Electric light and power companies which have advertised longest and most successfully are firm believers in the necessity of budgeting advertising expenditure annually in a systematic manner.... Only ninety-two of the 210 companies reported employing the budget plan. Twenty-one make an annual appropriation for advertising purposes, but lay out no schedule in advance showing definitely how the money is to be spent; but seventy-six companies report that money for advertising purposes is 'appropriated as need arises.'

The report also explains that only three-quarters of one cent in the national average monthly service bill of \$2.50 for residential or domestic customers can be regarded as advertising expense. "Had this expenditure not been made in advertising in the past," the report states, "present rates undoubtedly would be higher than they are—and this would have been the case for years."

In closing the report the advertising committee strongly recommends that the association seriously consider a national advertising campaign.

### A. T. McKay Joins Brown, Durrell Company

Allan T. McKay, recently with Calkins & Holden, Inc., New York, has become advertising manager of the Brown, Durrell Company, New York, manufacturer of Forest Mills Underwear and Gordon Dye Hosiery. He was at one time with the Blackman Company, and the Joseph Richards Company, both of New York.

# Definite! —not diffident

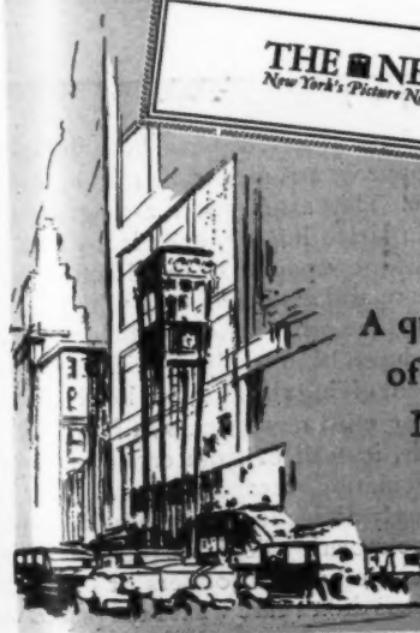
DISTRIBUTION  
OF CIRCULATION

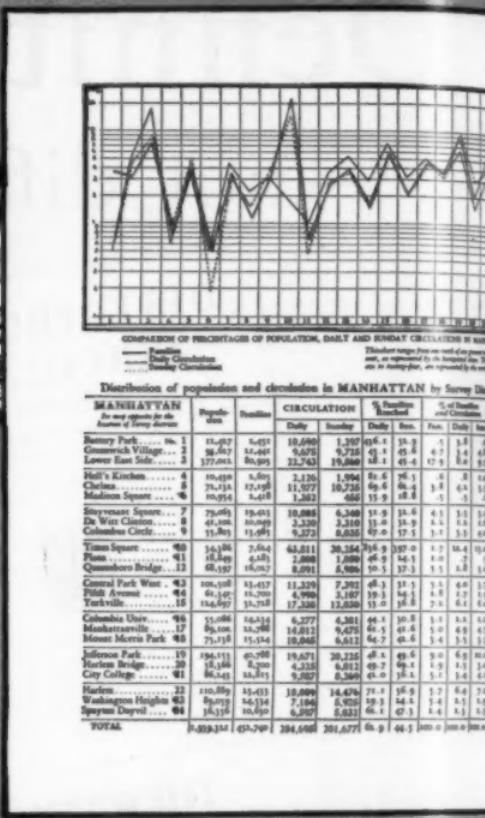
*Annual Audit—1926*



THE NEWS  
*New York's Picture Newspaper*

A qualitative analysis  
of circulation in  
New York City



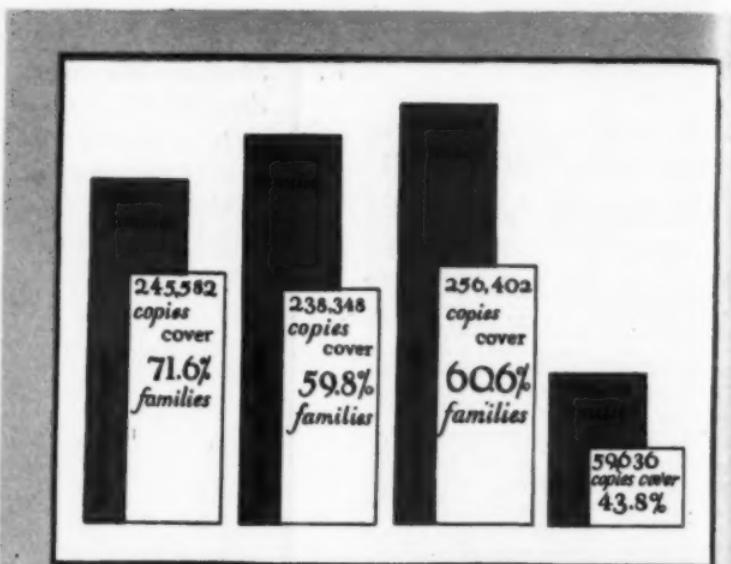


FOR years New York newspapers have been bought on assumption. A certain paper is assumed to be read by a certain class or type of people. This assumption arrangement was extremely convenient in space buying, even if it wasn't true. And for years, New York newspapers were sold on the attractiveness of the impression, and the persistence with which the publisher stuck to it. On the other hand, for some years new papers in other cities have been analyzing, classifying and localizing their circulation, giving the figures a local habitation and a name. But because most newspapers in New York were bought from newsstands, instead of from carriers or by subscription, New York circulations escaped analysis. New York publishers were charmingly diffident as to where and to whom their papers went. In the morning field, the publisher printed so many copies, sold them in bulk to jobbers or distributors, didn't know and sometimes didn't care where the papers went.

True city circulation six include allow More own deal are once? For city form ask by 1



June 23, 1927



average annual family expenditures of these districts are known. Our audit allocates our paper's sales, shows where they go, to whom they go; proportion of coverage; and coverage by expenditure groups. Percentages of population and circulation by districts are charted. And the tables will tell you that Central Park West, Manhattan District 13(for instance), has 23,457 families, with an average expenditure of \$10,199 per family, a Daily sale of 11,329 copies, and a Sunday sale of 7,392 copies of The News. This audit also shows how much of any income group News circulation covers. This exposes the population and buying power of the market, the quantity and quality of News circulation & Given an intelligent understanding of the market, and advertising space in The News, you have all you need for selling New York & Without obligation, follow up, liability to solicitation or personal persuasion; for your own information and a better understanding and appreciation of the New York market—may we send you this book? Business letterhead preferred.

# THE NEWS

*New York's Picture Newspaper*

Tribune Tower, Chicago 25 Park Place, New York

Ma

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June 1

# Make It Easy for Europeans to Do Business with You

Find Out What They Want and Give It to Them—and Tell Them about It in Their Own Language

By E. W. Nick

President, Northern Equipment Company

**E**XPERTS in selling tell us that practically anything that is sold is based on an appeal to any one of the five senses. They also tell us that the appeal to the sense of sight is first, and the appeal to the sense of hearing is second, but that the appeal to sight is twenty to fifty times as strong as the appeal to the sense of hearing. Yet, how many men come in to sell something and direct their appeal entirely to your ear. They make it difficult for you to visualize the particular thing they are selling.

A few years ago I was in Vancouver. Our sales representative asked me to go with him to call on the president of a large paper mill. He said that in about fifteen minutes he had to leave to catch a train, but if we could come at once he would give us five minutes. I said to our agent: "Where is your model?" He couldn't find it. We went without it. When we reached the plant, the man set his watch on the table. He said: "Remember, five minutes." I decided then to use the first two minutes to explain the operation of the device and the last three minutes to tell what it would do for him in his plant. I got through the first two minutes. I then talked for a minute on what it would do. He said to me: "Mr. Nick, I don't understand just how that lever over there works." It was a small, inconsequential point, but it took me a minute and a half of the remaining two minutes to explain the connection of that lever. The time was really lost, because I had only thirty seconds to tell the man what it would do for him.

On the other hand, shortly after that I was in London talking to

our sales agent there. I explained the use of a model, told him what I have just told you about the visual appeal. Our English associate, after I had finished, complimented me for the talk, but said: "Mr. Nick, that idea of using a model really sounds like a Yankee trick and wouldn't go in England." I thought to myself, psychology is the same in England as it is in the United States.

The following week, we learned that a certain man was to be appointed to a high Government position by Parliament. I was asked to go with the sales manager to see this man to sell him on our goods before he secured this position. We went through all the British formalities; we wrote Mr. Dickinson that we would come on Tuesday at ten o'clock. He replied. When he reached his hotel, we telephoned that we were there. We had tea and then went to his office. Woodcroft, the sales manager, talked about his garden and his motor car and all these other things. Finally he said: "Mr. Dickinson, we came to talk to you about copper feed water regulators. That is what we make."

Dickinson said: "Why, Mr. Woodcroft, you have been here before; you have gone into this several times. I understand it very well. I am busy today, and I will ask that you excuse me."

Woodcroft made two or three attempts to get going, but finally saw it was futile. He reached for his gloves, his hat and his cane and shook hands with Dickinson. Dickinson advanced toward me to shake hands. I thought to myself, here is where I try the Yankee trick. It is a severe test, but I am going to try it anyhow. As he advanced toward me, I pulled the model out of my pocket. I said: "By the way, Mr. Dickinson, have you

Portion of a speech delivered at the convention of the National Industrial Advertisers Association at Cleveland on June 14.

seen a model of the regulator?" I set it on the desk in front of me. He did what everyone does, he picked it up. Why? A grown-up man is only a child grown up. Give a child a lot of toys and the child will select one that is bright and shiny. He picked it up. Then he said: "I see it moves."

I said: "True enough, it moves. We make them that way so they do move." A child likes to play with a toy that moves. Then he said: "Now let's see, when the load increases, the water level—well, Mr. Nick, just what does happen?" He asked me a question and I had to answer it.

I sat down to answer it and it took forty-five minutes. In forty-five minutes I told him all about the model. We went through all the sheets in the sales album that we had carefully selected in advance. When I got through, Mr. Dickinson said: "Why, Mr. Nick, I thank you for coming. It is a most extraordinary device." Then he turned to Mr. Woodcroft: "Mr. Woodcroft, I thought I understood it but I didn't. You may send me an order of four of the twelve-inch size." Within another week, we had an order for twelve of the machines, because we made it easy for the man to visualize the device; to see it.

As long as we are in England, let me close by telling you a little about the European business. On my first trip to England, we had been doing some business but not as much as I thought we ought to do. I went there and visited all the industrial centers in England and Scotland. I had very little success. Over and over again I heard this: "Yes, very clever, but it is a Yankee contraption."

After my return from London, I began to think about that. I observed what I had seen in the power plants in England. We simply took this part on the end of the regulator and the part at that end and instead of making them of casting steel, we made this from pig iron and as clumsy as possible, because we found the British liked to polish something on every device. We flanked the end instead of having the screw connection.

After we made that change, I went around to the same industrial centers. Since that second visit, I have been there twice. I never in those three visits heard about the Yankee contraption. We found out what they wanted and gave it to them. The following year, our sales were about three times that of the previous year.

Crossing over into France, I found that we had never sold a single machine in that country. We had received many inquiries, but had never sold a machine. We did what a great many others did, we sent our catalogs over there in English, and we quoted our prices in dollars. We quoted cash against shipping documents at New York. We later on modified that.

I called on some of these Frenchmen, and this is what they told me: "Yes, we get your quotation in your American dollar. You go down to our financial center and sit there for a couple of hours and see how your American dollar goes up and down in value." They don't think the franc goes up and down; they think it is our dollar that goes up and down in value. "How much would we know to send you in advance? You talk about horsepower; what is a horse-power? Are there any two horses alike? You are behind the times. You talk about inches and antiquated systems of measurement."

I felt that they were right. After a few visits to the plants, I found that everything was on the slide rule. I then converted everything. After that, I talked about francs, kilogram evaporation per hour instead of horse-power, and kilogram per square centimeter instead of inches. What was the result? In the first month, we sold more than I expected to sell in six months. We made it easy for them to do business with us.

I could go on and tell you more about these countries. I can conclude by telling you that we have our catalogs in English, French, Dutch, Swedish, German, Japanese, Italian, Spanish, and perhaps one or two others. We do business with every country with their

# America's First Outdoor Magazine

**First in the Field**

**First in Select Circulation**

**First in Prestige**

**First in Reader Influence**

**First in Percentage of  
Yearly Mail Subscribers**

**Net Paid Monthly Average, 1926—70,180 (A. B. C.)**

**Average for Six Months (<sup>January to</sup> June, 1927)—90,518 (Publisher's Estimate)**

**Guarantee 70,000  
28% Bonus NOW**

No Arrears Copies

No Canvassers or Contests

No Merchandise Premiums

No Cut or Special Rates for New Subscribers

**Circulation Obtained by Soundest Methods  
in the Publishing Business**

*For full particulars phone or write*

**W. V. HODGE**

**P. J. HACKETT**

Circle 2585—221 West 57th St. State 7062—326 West Madison St.  
New York Chicago



*Established 1873—54th Year*

June 23, 1927

June 23

money. It is easy for them to do business with us, and as a result we get their business.

On the other hand, I know a manufacturer that says there is nothing at all in foreign business. He answers every inquiry by sending American catalogs and his price-list in English. Yet, he would never attempt to sell in this country that way.

## National Campaign for Independent Garages

HERE exists among motorists an instinctive suspicion of strange garage mechanics partly because most of their work is not of a nature visible to the eye. It must, therefore, be largely a matter of confidence and after an experience or two in which a mechanic has taken advantage of the fact that the motorist is not apt to return, this confidence becomes a rather diluted article.

The United Bonded Garages will attempt to solve this problem by building up a nation-wide organization composed of independent garage men who will be identified by the United emblem and who will pledge their support and business reputations to the application of the chain service principle and will co-operate to give the motoring public quality service, standard prices, supervision and protection not heretofore obtainable on a nation-wide basis. Inspectors will be kept in the field to see that garages live up to their agreements.

Each garage will be bonded. A motorist having work done at any United Bonded Garage will be given a receipt showing exactly what work was done and what price was paid for it. The holder of this receipt may present it at any United Bonded Garage, within one hundred miles or twenty-four hours of where and when it was issued, for free inspection and adjustment of any unsatisfactory service rendered.

Every member garage is being provided with the official United

Bonded Garages insignia and is being stocked with advertising material to be used to make his location known and for use in his own community. It is expected that over 1,200 garages will be exhibiting the United insignia by July 1.

An extensive national advertising campaign in general magazines and newspapers in key cities will be started early in July to tell motorists just what the United Bonded Garages represent and to assure the public that the United sign on any garage is a national identification mark of expert, dependable service.

## T. B. McCabe Heads Scott Paper Company

Thomas B. McCabe was elected president of the Scott Paper Company, Chester, Pa., ScotTissue products, at a special meeting of the board of directors. He succeeds Owen Moon. Edward S. Wagner, secretary-treasurer, was elected first vice-president in addition to his other duties. James G. Lamb was made second vice-president.

## H. C. Joslin with J. H. Dunham Agency

H. Conley Joslin, formerly with the H. W. Kastor & Sons Advertising Company, Inc., Chicago, has joined the copy staff of The John H. Dunham Company, Chicago, advertising agency. At one time he was in the copy department of the S. C. Baer Company, Cincinnati.

## Monomelt Account for Low, Graham and Wallis

The Monomelt Company, Chicago, manufacturer of the Monomelt system of metal supply for typecasting machines, has appointed Low, Graham and Wallis, Chicago advertising agency, to direct its advertising account.

## Fay & Bowen Account for Williams & Cunningham

The Fay & Bowen Engine Company, Geneva, N. Y., manufacturer of marine and other engines, has placed its advertising account with the Philadelphia office of Williams & Cunningham, Inc., advertising agency.

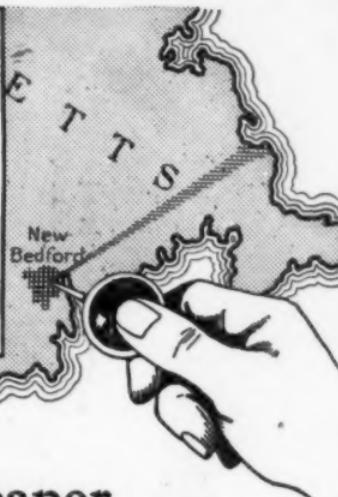
## James Doherty Joins Albany, N. Y., "Times-Union"

James Doherty, recently with the Boston *American*, has joined the merchandising department of the Albany, N. Y., *Times-Union*.

The 4th  
market in Mass.



belongs on  
your rotogravure list



## Rotogravure in one newspaper reaches the whole 4th market

WITH the New Bedford Sunday Standard Art-gravure section on your Rotogravure schedule you can reach the whole 4th market, every Sunday, for only twenty cents a line. The Sunday Standard is read in nine out of every ten homes in New Bedford which has the largest percentage of home owners of any city of over 100,000 in New England.

No matter what you sell, Greater New Bedford's

160,000 people have the money to buy your goods. They work in the finest textile mills in the world. They enjoy steady work and good wages. They have a per capita wealth of over \$3,000, and most of them own their own homes.

Write today direct to us or to the Charles H. Eddy Co., our representatives in New York, Chicago and Boston, for facts and figures about the 4th market and your opportunity there in 1927.

Member of the Associated Press

**NEW BEDFORD**  
The 4th market in Massachusetts  
Completely covered by the

**STANDARD MERCURY**

June 23, 1927

June 2,

# Our Point Is, We're Afraid B



THERE are those people over average country who find the Magazine Yorker a trifle distasteful. Indeed there are those right here in New York whose cheers sound muffled. But not the true New Yorker, not those who share in that point of view that is New York's.

Because New York is the most provincial of American cities, The New Yorker is provincial too—essentially, exclusively of New York.

And how these Bright People Our Island do acclaim The New Yorker!

In two and one half years of publication The New Yorker has attained in New York a circulation amounting to more than half

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who incidentally set the pace for  
New York, and most of the rest  
the country.

of The New Yorker's total circulation,  
exceeding 50,000, 45,000 are in the  
Metropolitan District



## THE **NEW YORKER**

No. 25 West 45th Street  
New York City

## Death of Allen Collier

A HALF century ago, while convalescing from an illness, Allen Collier was presented by his father with a small printing press and a font of type with which to amuse himself. This determined his life work which was devoted to advertising and printing, summing itself up in the Procter & Collier Company, Cincinnati, of which he was president and treasurer.

ALLEN COLLIER

His death last week in his sixty-fourth year brought to a close thirty-three years of service in building a business which is described by James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies, as a unique institution in the advertising business. "Mr. Collier had the peculiar fortune," said Mr. O'Shaughnessy, "to have constructed two great business monuments side by side, a great advertising agency and a great printing establishment. I know of no one else who succeeded in both of these difficult things at the same time."

In 1894, Mr. Collier had a successful print shop in the same building as the advertising office of Percy Procter, a nephew of Col. William Cooper Procter, head of the Procter & Gamble Company. Their businesses were merged as the Procter & Collier Company. Mr. Procter retired twenty years later and, since that time, Mr. Collier had been head of the agency. Its first account was that of Procter & Gamble and Mr. Collier played an important part in the direction of Ivory Soap advertising for more than thirty years.

Mr. Collier was chairman of the Cincinnati Chapter of the American Association of Advertising Agencies of which his firm was a charter member. A sidelight on



his character is indicated by the fact that he was the author of the paragraph in the association's Standards of Practice which prohibits the preparation or handling of any advertising of an untruthful, indecent or objectionable character.

In the later years of his life, he took great pride in the unusual building on Time Hill, Cincinnati, which houses his agency. He looked upon it as more or less of a monument to his success in advertising.

A feature of the building is a highly artistic consultation room which is large enough to hold quite sizable meetings. While sitting in this room about a month ago with a PRINTERS' INK representative, Mr. Collier told with some pride of a visit which Senator Arthur Capper of Kansas had made him a couple of years before. While being shown the room, Senator Capper, who is chairman of the Senate Committee of the District of Columbia, said that the Government printing office in Washington had long been wanting a suitable consultation room, but that the project had been held up because no satisfactory plans had been submitted.

"This room of yours," Senator Capper told Mr. Collier, "is just what we want. I am going to suggest that it be duplicated in the Government Printing Office."

Mr. Collier supplied the Senator with detailed plans upon which the room could be constructed and it was built.

A few months later the head of the Government Printing Office was in Cincinnati and called on Mr. Collier. One of the first things he told him about was the new consultation room which had been built on Senator Capper's suggestion. He said it was the finest thing of the kind in the country.

"Let me show you mine," suggested Mr. Collier.

The minute the Public Printer saw the room he asked, in some surprise: "Did Senator Capper ever visit you here? This room is exactly like ours."

Then the story was told.

# The Johnstown Tribune

is an evening paper published in Johnstown, Pennsylvania, having Cambria and Somerset Counties as its trade area. It has a daily average net paid circulation the year round of more than 33,000. The Tribune has been published continuously for almost seventy-five years and is distinctly a home paper. It carries full advertising copy of local merchants and is among the leaders of the six day a week papers of the country in total lineage.

*Cover It All Through*

## THE TRIBUNE

### JOHNSTOWN, PA.

NATIONAL REPRESENTATIVES  
BRYANT, GRIFFITH & BRUNSON, INC.

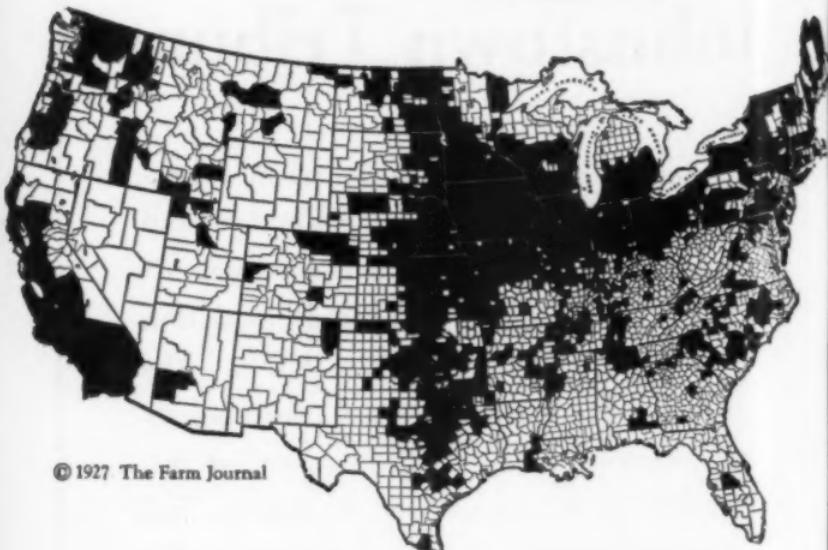
NEW YORK

BOSTON

ATLANTA

CHICAGO

# The Primary Farm Market by Counties



The black areas comprise the 1198 better-than-average agricultural counties, determined by correctly rating each of the 3044 counties in the United States according to farm income, farm property value and number of white farm families.

No arbitrary group of states, nor any single state, but the best counties in the entire United States, constitute the Primary Farm Market.

# The Farm

first in the

PHILADELPHIA : NEW YORK : BOSTON • ATLANTA

CHICAGO

# There is only ONE Primary Farm Market

"That is PRIMARY which comes first in the order of development or which is first in importance."

—Webster

The reason why 1198 counties constitute the Primary Farm Market is because only 1198 counties, out of a total of 3044, are better-than-average. The 1199th, and all subsequent counties, are below average and therefore are excluded from the Primary Farm Market. While these below-average counties may deserve ratings, which vary with their importance, by the very definition of the word "primary," there can be but ONE Primary Farm Market—one first in importance.

Advertisers who sell to farmers will find it most profitable to concentrate their major selling effort in the Primary Farm Market—in those 1198 counties in which are located

- 69.4% of all farm income
- 74.1% of all farm property value
- 59.9% of all white farm families
- 60% of all important trading centers.

and in which is located

76.2% of The Farm Journal's circulation

And this can be done at less cost per page per thousand *farm* circulation in The Farm Journal than in any other media. The Farm Journal is first in the Primary Farm Market with the greatest volume of R. F. D. circulation—the most reliable gauge to real *farm* circulation.

**1,400,000 Circulation**

# Journal

farm field

# Pacific Coast Advertisers Aim for Unity of Action

Region to Be Developed as a Whole with State and Industrial Lines Eliminated

PRINTERS' INK HEADQUARTERS,  
PORTLAND, OREG., JUNE 20.  
*(By Wire)*

BY official registration, the twenty-fourth annual convention of the Pacific Coast Advertising Clubs Association, being held in Portland June 19 to 22, far outstripped all previous gatherings both in attendance and interest. There were 817 delegates who came from Vancouver to Tia Juana, including a delegation of twenty-five from far off Hawaii, all guests of the Portland club.

The Hawaiian group, led by Raymond C. Brown, president of the Honolulu club, brought some of the glamor of Waikiki with a determination of winning the 1928 convention for Hawaii. It is generally conceded that official action of the convention will make this a fact.

Induction of the Advertising Club of Boise, Idaho, into the Pacific Coast group brings another State officially into organized advertising of the Pacific Coast and accentuates the spirit of united action which marks this session of the Pacific Coast clubs.

Toward this end two changes in the by-laws of the Association are planned. One is to shorten its name to the Pacific Advertising Clubs Association, and the other is a proposal to have the territory conform to that included in the Twelfth District of the International Advertising Association.

The entire convention program centered about the unity of concept of Pacific Coast advertising as a potent means of developing this region as a whole, with State and industrial lines and barriers eliminated. The convention centered its efforts toward giving a new impetus to coast-wide community advertising as a means of developing a home market for home industries by bringing more people to this region. This was the

gist of the keynote address delivered by Harold J. Stonier, of the Los Angeles club and vice-president of the University of Southern California.

This idea was further carried out in an address by David Whitcomb, chairman of the Pacific Coast Empire Association, whose subject was the "All-Pacific Advertising Idea in Action." This organization, now in its second year, is established for the purpose of eliminating duplication in advertising schedules of Pacific Coast communities and members have pledged themselves to devote at least 15 per cent of actual space purchased to statements of the advantage of seeing all of the Pacific Coast and to mention other cities in its copy. Mr. Whitcomb predicted that the day is at hand when Washington and Oregon legislatures will enact a law similar to that of California and Florida which permits the levying of a nominal sum by taxes to advertise communities. The Empire association held a special session Monday afternoon, at which it was decided to take aggressive steps to induce Congress to appropriate money for advertising the national parks. It was also suggested to railway representatives present that they co-ordinate their advertising so as to exploit a complete Pacific Coast itinerary for tourists to tie into similar appeals by Coast States.

Aside from the general sessions of the convention, fourteen departmental meetings will be held during the three days of the meeting, each taking up more specific problems of advertising. Monday afternoon, an organization of the Associated Advertising Clubs of Oregon was perfected. H. B. Robinson, Portland, was named chairman of a special committee to draw up by-laws. This group will gather for the first time in September at Salem, Oreg.

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# The Pot at the end of the Advertiser's Rainbow



# The correct use at the end *of the* Advertisers Rainbow

NATURE'S arc of color — gorgeous in its blends — terminals rich rewards, so legend tells us. Color in Advertising — dazzling possibilities — rewards those who have found how to use it correctly.

Thus, leading advertisers work with artists who blend colors together; they work with lithographers who reproduce these blends as naturally as the artist spreads them on canvas.

In its varied forms, lithographed advertising is uniformly attractive — direct mail, posters, store displays, blotters, labels, cartons, book wraps, greeting or post cards, metal packages, stationery and bill forms, and photo lith.

*Phone for a Lithograph Salesman*

{ He will gladly give you the benefit of his broad experience. He can suggest lithograph advertising campaigns in color that SELL. }

# Lithography

Advertising that follows through to sale

# us color is the pot



This art subject, tasteful in color treatment, is reproduced from a beautiful lithographed window display by courtesy of the makers of the famous Sunbeam Electrical Appliances.

# Advertising that follows through to SALES



Your letter, folder, greeting or  
post card in the home



Your label or carton—  
the actual sale



Your outdoor advertising  
on the way



Your inside store display  
at the point of sale



Your window display  
at the dealer's

*M*ake it a practice to call freely upon your lithographer for advice. A competent representative will gladly discuss with you any problems you may have.

Lithographers National Association, Inc.  
104 FIFTH AVENUE. NEW YORK CITY

# Lithography

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# Can the Chain Store Supplant the Grocery Wholesaler?

A Chain-Store Executive Tells Why He Gave Up Wholesaling

By Joseph M. Fly

President, Fly & Hobson Co.; Former President, The National Chain Store Grocers' Association

[EDITORIAL NOTE: The Fly & Hobson Co. has been in the wholesale grocery business in Memphis, Tenn., for a great many years. Some years ago, this company bought Mr. Bowers' Stores, a chain of grocery stores in the city of Memphis. Recently, Mr. Fly announced that the Fly & Hobson Co. had definitely gone out of the wholesale business and would concentrate its business in the future on its chain of grocery stores. PRINTERS' INK asked Mr. Fly to give his reasons for his company dropping the wholesale business, and the following article was the result.

There are many points in Mr. Fly's article with which the average wholesaler will disagree. However, the article is interesting in that it presents Mr. Fly's views which are based on a background of many years experience in the grocery field.]

AT this time, the subject of the wholesale grocer, together with the independent retailer, as opposed to the chain-store grocer, is very much in the spotlight. On his own statements, the wholesale grocer, broadly speaking, is in a demoralized condition. There must be reasons for this. On the other hand, the chain-store grocer is expanding, progressing, and seems to enjoy a widespread popularity. There must be reasons for this, also.

When an advertiser considers a fund with which to carry on a campaign aimed to create or increase a consumer demand, he must take into account the channels through which his products must flow to the consuming public and the efficiency of each and all of these channels. Few advertisers, I feel, are actually conversant with the food industry in its entirety. They understood their production problems and many of the difficulties confronted in distribution. They likewise appreciate their advertising possibilities, but since they are forced more or less to judge the distributor on the say-so of a subordi-

nate, they do not have the required first-hand knowledge of the real functioning of the wholesale grocer or the chain store. I do not mean that they are ignorant of the purposes of the wholesale grocer or the chain store but that they are not thoroughly familiar with the trade contacts of either.

In presenting this article I have tried to deal as fairly with both sides of the question as possible, drawing upon a long experience as a wholesale grocer as well as upon various experiences as a chain-store operator. It is obvious from our withdrawal from the wholesale grocery business and our continuance with the chain that we are disposed to favor the latter. Some of the well-posted wholesalers in various places have taken issue with me that the day of the wholesaler is over. I do not mean to imply that some wholesalers in some localities will cease to function immediately or ultimately. I mean that the wholesaler as an important American institution in the economic distribution of food products has lost a great deal of prestige, and that the present trend is distinctly away from the jobbing business and toward the chain-store business.

Our trade relationships, thanks to modern advertising, are closer and quicker than ever before. Everything has been speeded up. As one result, trade conditions are changing rapidly. We are passing through a period of supercompetition in which the desire to excel is as strong as the motive for financial reward. To keep apace with and even anticipate various trends is becoming increasingly necessary. Distribution is taking new drifts. Even the food industry must consider such factors as style and seasonal

changes. While people must eat to live, what the people eat and when they eat it are different questions.

A large part of the people may now obtain fresh fruits and vegetables the year round. In consequence, there has been an immense slump in the demand for canned fruits and vegetables. At any time a reversal may come and for the sake of variety or by reason of food crop failures a sudden demand may spring up. As matters stand, however, the canner is facing a serious problem, a problem which even advertising, perhaps, cannot solve. It, therefore, behooves the manufacturer of food products to improve his points of contact with the consuming public. He may learn much of great value in time to prevent many mistakes.

#### CHAIN STORE IS SHORTEST GAP BETWEEN PRODUCER AND CONSUMER

Modern distribution is working toward the elimination of way stations and a more direct means from farm and factory to the consuming public. The chain-store grocer is, at present, the shortest gap between the producer and consumer—first and last hands. He is reducing costs and speeding up action through the elimination of middle men. The merchandise broker is beginning to feel the effects of this urge to some extent. The wholesale grocer has become demoralized and the independent retailer has been unnecessarily alarmed.

It is the function of the wholesale grocer, or so-called jobber, to buy and warehouse in suitable quantities, from the producer and manufacturer, certain merchandise for distribution to the retail dealer within a radius or territory limited by economic considerations. In other words, he is the agent, theoretically if not in fact, of the manufacturer on the one hand and the retailer on the other—a "go-between." But as an agent is he fair to both? And is it possible for him to be? It is said "a man cannot serve two masters."

It is evident the retail dealer is of this opinion to a very great ex-

tent. From this fact the chain-store idea doubtless sprang. The chain store is progressing, expanding by leaps and bounds, and apparently enjoying a wide popularity whereas the jobber, on his own statements, is admittedly in a weakened position. It is claimed by the chain store that there is a total failure on the part of the wholesale grocer to co-operate properly with the independent retailer, and a conspicuous lack of co-ordinated effort on the part of both. In consequence, their relations have been strained.

It is as foolish to think for a moment that the independent retailer can ever be eliminated as a factor in food distribution, as it is to imagine that the chain store can be suppressed by legislation or otherwise. Both fill a demand of the public. What the public demands cannot be denied. A failure to recognize this fact has been largely responsible for the wholesale grocers' downfall. As a jobber, he has been content to live up to his name and has not attempted to assume the role of distributor. The consumer has had only a small place in his calculations. And the manufacturer or jobber who fails to consider the consumer first is inviting disaster always.

See how this works out in the case of the wholesale grocer. He has continuously importuned the manufacturer for greater concessions in the form of increased discounts. He has strongly advocated fixed resale prices. He has waged a constant battle for profits, on the grounds that he is an economic necessity. He has not sought to justify his existence through service. He has jobbed job-lots of merchandise instead of preserving an even flow of distribution from the producer or manufacturer to the consumer through the retailer. He has not functioned as a buyer for the public, but rather as a salesman to the retailer. His contacts with the consuming trade have been negligible. He has had no way to sense a demand except by the indirect means of feeling out his customer—the retailer—and he has not been greatly concerned over consumer demand un-

# VESTA BATTERIES

1897 — 1927

Thirty years ago Vesta Batteries were born. They've been giving excellent account of themselves ever since—as automotive equipment, and more recently for radio powers; identifying the name Vesta with skillful engineering, quality manufacture, sturdy dependable performance.

It is pleasant to serve as advertising counsel for so distinguished a concern.

## Williams & Cunningham

*Whose business is the study and execution of good advertising*

Chicago  
Philadelphia



Cincinnati  
Rockford

til it reached proportions calling for attention.

The very fact that the wholesale grocer has been forced to specialize and take on different forms is ample evidence of weakness. We now have the manufacturing wholesaler, the old line wholesaler functioning chiefly as a source of credit for the retailer, the cash-and-carry wholesaler seeking to reduce the cost of his services, the desk jobber offering a lion's share of manufacturing trade-discounts apparently for the sake of cash discounts, and lastly the wholesaler sponsoring the group retail store idea in imitation of the chains. And while it is not the purpose of this article to assert or imply that the wholesale grocer, as a factor in modern distribution, is passing out of the picture, it requires little imagination to appreciate the difficulties under which he is laboring.

On the other hand, consider the position of the chain-store operator from the advertiser's point of view, as compared with the wholesale grocer. The manufacturer seeking an outlet for the distribution of a new product, or to create a larger consumer demand for an established product thinks first of advertising. The wholesale grocer has all along maintained his margins of profits, prohibited advertising and as one result has a small conception of its value. The chain-store operator depends almost entirely upon advertising as an economical means of soliciting patronage. He is conscious of the advantage he possesses, in this respect, over the independent. As a point of contact he is in position to hook up with national and local advertising immediately. He represents an organized selling effort and he does all this at a minimum of costs.

The wholesale grocer has antagonized the chain-store operator every step of the way, thereby calling more attention to the chains. Efforts have been made to prevent direct buying. Propaganda has been used to agitate adverse legislature. Arguments have been advanced that chain stores seek a monopoly, and the

finger of accusation has been pointed toward private brands as a warning to national advertisers. On the whole, such activities have helped rather than hindered the cause of the chain-store grocer.

In the last analysis, it must be remembered that the chain-store industry is still in its infancy. It is true the saturation point has been reached in many places. The price appeal no longer sounds the depths of public approval it once did. But the chain-store operator is aware of these developments. He is beginning to realize that a still greater service must be performed.

The public, first of all, demands convenience of location, whether purchases are made on the basis of cash and carry or deliveries to the home. Next, comes the necessity for clean, well arranged, attractive stores. Then, a wide variety of suitable merchandise, including nationally advertised products, fresh fruits and vegetables and many other household needs must be supplied. The chain-store grocer must strive to raise living conditions through the handling of better foods, rather than lowering living standards by cutting prices and dealing in cheap foods. No higher ambition could be realized than bringing quality foods to the masses instead of incurring the risks of handling inferior products featured at prices which are designed only to attract attention.

It has been years since some companies have had jobbing connections. The retailer is served through district warehouses and plants and by factory representatives and salesmen. Whether this can be considered a manufacturing trend that will be followed generally remains to be seen. Whether other lines will take this direction in respect to jobbers is a question only time can answer. Of one fact all may rest assured—the chain-store grocer will continue to flourish and prosper just so long as he functions as a capable and conscientious buyer for the consuming public; otherwise, as in the case of the jobber, his place will be taken by those who can and will.

# "Let's see your Circulation Prospect List"

If you really want to get the "inside" on any publication, tiptoe past the advertising salesman; ignore the research chief; eschew the editor; high hat the publisher, and go direct to the circulation manager. Whisper to him, "Let me see your prospect list."

From that prospect list you will learn more about that publication in an hour than you could elsewhere in a day.

### *It will tell you*

- (a) What kind of circulation the publication is *trying to get*, which is an excellent gauge of the kind of circulation it has.
- (b) how many people take the publication one year and never come back for more.
- (c) whom the publication does *not* reach.
- (d) whether subscriptions are being taken where they can be obtained most cheaply, or where they will do the advertiser the most good.

For the reason that almost everybody who is anybody in the world's greatest industrial market takes *The Iron Age*, its prospect list is small—but choice.

Like *Iron Age* circulation lists, it is always open for your inspection.

# THE IRON AGE

*The national publication of the metal trades  
—the world's greatest industrial market*

Charter Member A. B. C. and A. B. P.

# Choose Your Own

Did you ever watch them judging hogs at a livestock show?

All the herdsmen have canes about 3 feet long, which they use in herding the animals around and getting them properly placed. It is an old trick to stand the cane up beside the boar's shoulders every once in a while—just so that the judge might notice how big the animal is.

At a midwestern show a few years ago a herdsman was showing a boar that was a little undersized, so he cut about 4 inches off the cane—thinking to make the animal show up larger.

\* \* \* \*

Some papers cut their own special "yardsticks" and try to force these upon the buyers of space, especially for the measurement of their own papers.

There are certain fundamental tests of a publication's merit, but all cannot be used in all cases, or in the same sequence, or with the same weight in all cases.

Every buyer of space has his own yard-

# With Yardsticks

sticks. Some may be short; some long. But they are his!

\* \* \* \*

Choose your own yardsticks in measuring the five Capper state farm papers.

Every one of the five has a substantial record of leadership in its state. If the leadership were a temporary thing just acquired; it might be credited to exceptionally clever selling, or to some special luck in the way of a "boom" market. But the leadership of the Capper papers has endured because of merit; has withstood the challenges of special yardsticks.

\* \* \* \*

So in judging the five Capper state farm papers, Choose Your Own Yardsticks!

**MISSOURI RURALIST**  
**KANSAS FARMER**  
**OHIO FARMER**  
**MICHIGAN FARMER**  
**PENNSYLVANIA FARMER**

CAPPER  
Publications

There are five of these yardsticks:

1. Circulation.
2. Prestige.
3. Lineage
4. Merchandising co-operation.
5. Market data.

—Duane D. Jones, in  
*Printers' Ink*, May 26.

I quite agree with the general outline Mr. Jones makes with his yardsticks. However, we reverse the order.—S. E. Conybeare, in *Printers' Ink*, June 2.

# When the Skirts of Romance Brush Industry

Injecting Color, Warmth and Adventure, Even the Poetic Touch, Where the Subject May Be Inherently Prosaic and Unimaginative

By W. Livingston Larned

TWO lovers sit in an enchanted garden. Her bare shoulders glitter in the moonlight. Her head, tilted back, is raised in adoration to the glory of a perfect night; a night of unforgettable romance and happiness.

They are watching the play of moonbeams on a cascade of water from a fountain. The light, playing upon it, catches a thousand diamond drops. Beyond is the fragrance and mystery and enchantment of a lover's garden. So much for an illustration in which all these fancies are woven beautifully. The caption reads: "Powdered Brilliance."

What an appropriate headline! The product and the message might ordinarily be considered dull and lacking in such elements. An industry has a story to tell of a new product, a new mechanical discovery. It is a new electric lamp.

And the text: "The burning filament of your Mazda lamp now gives a light ten times as brilliant as that of twenty years ago—yet it need not hurt the more sensitive eyes. The 'inside frost' has made it possible to break the powerful light beams to a soft radiance without appreciable loss in the amount of light."

Suddenly, we catch the true significance of the beautiful illustration. It is in every way relevant. The "powdered brilliance" has merely been visualized in a

romantic manner and with singular poetic fancy. The mind can secure a tighter grip on the significance of a service rendered and of a new laboratory invention.



## Waste Hates Change

Waste—of time, of machinery, of fuel, waste bringing about, with other grave factors of high-cost operation, heavy maintenance and much depreciation. You may even be paying for your company's waste, through unnecessary taxes, as well as through higher insurance rates. Timken Tapered Roller Bearings help to reduce waste.

In reality, Timken forces less costly bearing metal design, with their higher load area, full bearing capacity, **PREDICTABLY ACCURATE** and uniformly distributed load. Timken bearings are lighter than standard bearings, as much as 50% of power savings, major part of the total savings achieved, and much of the wear and tear on belts.

In every type of mechanical equipment, including power transmission systems and industrial applications, Timken bearings readily reduce a host of costs.

At the same time the permanent precision and rigidity of Timken—measured shafts, gears, policies and reliable bearings insures early form of savings, and insures a longer life for the equipment.

For further information, write to Timken Company, Canton, Ohio, for "Timken Service," a pamphlet containing specific bearing applications, technical data, bearing operational experience with typical problems, and the names of Timken Distributors. Your inquiry will be given personal attention by a Timken Industrial Engineer. He can tell you for what mechanical applications Timken bearings can bring about a practical program reducing waste, saving money and increasing profits.

THE TIMKEN ROLLER BEARING CO., CANTON, OHIO

**TIMKEN**  
Tapered  
ROLLER BEARINGS

WASTE AS A COPY THEME BRINGS HOOP-SKIRTS AND ROLLER BEARINGS TOGETHER

This, indeed, is the most interesting experiment of the modern campaign—the surrounding of industrial subjects with a shimmering halo of that which has an almost universal appeal.

Consider such a campaign, in magazines and newspapers as has been launched for Graybar products in the electrical field. Wiring material can scarcely be looked upon as the ideal subject for either artist or copy writer. Switches and outlet boxes might not be ex-

# Latest Bulletin of Progress

## 189 Columns Gain

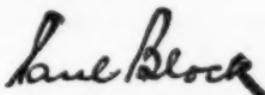
Pictorial Review again has the largest gain of the three leaders in advertising lineage among the five big women's magazines, for the first six months of 1927. The Ladies' Home Journal is again second, with a gain of 137 columns and the Woman's Home Companion shows a loss of 132 columns.

For the past twelve months, July, 1926, to June, 1927, inclusive, Pictorial Review has had an advertising gain, *each and every month*, and a total gain for the year of 349½ columns.

103 new Advertisers are already using copy in Pictorial Review for 1927, besides the many new contracts which have been closed or promised, but on which copy has not yet started.

Such continuous and convincing advertising gains reflect the Advertisers' appreciation of Pictorial Review's unmatched record of circulation stability, and its general acceptance as an advertising medium which invariably brings unusual results.

## PICTORIAL REVIEW



Advertising Director.

PICTORIAL REVIEW'S latest A.B.C.  
Audit, just released, shows a net paid  
circulation figure of 2,319,793.

## Overtones . . . . Undercurrents



"—hears new harmonies—"

Inept, untrained, the savage ear can listen to a master-symphony, hear no melodies, miss tonal felicities, prefer to it the blare and beat of flute and tom-tom. Appreciative, sensitive, the cultured ear hears, delights in, delicate nuances, faultless construction, mood-changing modulations.

Advertisers, neither untrained nor unappreciative, learn to listen for overtones, ingenious rhythms, new harmonies. Conscious of a tendency on the part of their market to resist advertising\*, they seek the media

\* "It is almost second nature for us to resist salesmanship."  
—Theodore F. McManus, in "The Sword Arm of Business,"  
reviewed in Vol. 1, No. 1, of TIDE, published by TIME,  
Inc., for advertising executives.

*TIME offers you plus 135,000 week-in, week-out, cover-to-cover readers. Perhaps that is why advertisers spending \$239,000 in TIME in 1926 are on their way toward spending \$400,000 in 1927.*

to which overtones of special interest lend extra value.

Such advertisers know the TIME reader as different from the usual magazine-reader. That eagerness in reading, that expectancy of new things, that receptiveness to fresh thoughts, fresh treatments with which TIME readers await TIME, make them also receptive to the fresh ideas of advertisers with something new to sell. TIME's overtone of constant interest offsets the common undercurrent of resistance to forced-draught selling.

To such advertisers, TIME figures are more than just statistics. Told that 80.5% of TIME subscribers own cars, they know that 80.5% are aware of the latest refinements in car design, await news of still later refinements, will willingly discard the old for the new when the new shows greater value. For the TIME audience has not only the means to purchase tickets for the performance but the intention of purchasing tickets for the best show.

ROBERT L. JOHNSON Advertising Manager  
25 West 45th St., New York City  
*Main Office: Penton Bldg., Cleveland, O.*

# TIME

THE WEEKLY NEWSMAGAZINE  
*To Press Tuesday & To Readers Friday*

pected to cause these gentlemen to grow ecstatic. The object of the new campaign, in full colors in magazine pages, was to arouse general public interest in these devices in order that the new Graybar tag might really become a business factor.

Subjects like this must be approached from new angles. It is not always necessary to be painfully direct. In the very beginning, it was recognized that the products should be illustrated in a rather minor way, and some new ingredient given the lion's share of the color display.

With unusual interest, therefore, the reader, turning the pages of a publication, comes upon a very wonderful painting of a familiar character, Robinson Crusoe, in his tattered skin garments and his make-shift hat. The scene is the sandy beach of a coral island. In the distance, the blue waters of a lagoon dance in the bright sun. Palms wave and, afar off, a point of land is laved in white breakers. Romance!

Crusoe has just come upon the native, who, his brown skin gleaming, is prostrate, while the master places a heel upon his neck. Forever after, this native is to be his willing slave.

This remarkable canvas, painted with as much fidelity and care as might be bestowed upon an illustration for the most expensive editions of the immortal story, is used in an advertisement for electrical devices! It is the last subject the reader would expect to see identified with switches and outlet boxes.

"Your Man Friday . . . every day in the week," states an alluring headline. The application becomes instantly apparent as the

text proceeds in this manner:

"Touch your finger to an electric switch and you command a 'Man Friday,' more prompt, more powerful by far than Crusoe's on his desert isle. Tireless and dependable, electricity serves thousands every day in the week

**FORGING ADDS STRENGTH**



**For fine finish and  
permanence**  
**THE SAME STRONG STEEL**

**THE SAME STRONG STEEL**

**A** wide range from the setting of intimacy, — Following  
and others are born of great longing. One of them can

higher pressure causes strength and fitness—or reducing qualities equal to every demand than superior products put upon it. Better health, greater persistence, and reducing history. In case of "Forging Adds Strength" Q. If manufacturers claim their grade, "the product" was made from Beldamont Forge Steel Sheets—and the consumer needs no further guarantee of keeping more.

**LANSBEE BROTHERS COMPANY** Purchasing, P.

Academy Award® Nominees

#### **Fallen shoe. Fine.**

IMAGINATIVE THEMES FOR ILLUSTRATIONS CAN BE  
UNCOVERED IN ANY FIELD

through Graybar wiring material and appliances."

A very happy parallel, skilfully put and masterfully illustrated. Romance is made to throw its bright cloak around many drab mechanical devices. The public's interest is invoked.

Consider a study of a quaint little girl of the early 80's. Wistfully, she sits in an old-fashioned chair in an old-fashioned room, by an old-fashioned and thoroughly primitive fireplace. It is not comfortable in that room and everywhere there are subtle suggestions of the long ago; an overhead oil lamp, a stereoptican.

"Are you still living in the 80's?" the advertiser inquires.

The story runs: "To go back to living standards of the 80's is unthinkable in this day of modern conveniences. And yet in some homes, hand regulation of the heating plant, obsolete since the middle eighties, still is tolerated."

The product is the Minneapolis Heat Regulator, a mechanical device which, in itself, does not make an attractive or compelling illustration. The latitude given the artist when the subject of the main picture was suggested, is an entirely different matter.

Very often, in the up-to-date compounding of a campaign, the illustration and the opening paragraphs of text are apparently as widely divergent from the product as could be, yet when the complete text is read, the use of the material is seen to be perfectly valid. The advertiser, with an uninteresting subject to put before the public, realizes the need of dusting it over with a touch of sentiment or romance. Once interest is aroused, it is quite likely that the complete message will be digested.

Advertisers who are unwilling to go to these lengths and who have products of a mechanical character, are, of course, missing a great opportunity.

What a delightful page, in orange and black, is this romantic conceit for Timken Roller Bearings! Facing us, is a full-length figure of a Colonial lady of the picturesque past, in her wide flounced dress, her lace gloves, her tiny parasol and her "bonnet with pink ribbons on it."

Prim and sedate, she stands, with lowered eyes, a symbol of the clumsiness of ages gone, in matters of dress. But how is such an illustration made to dove-tail with industry, with roller bearings?

"Waste hates change," the headlines coaxingly intimates. So far so good. Now: "Hoop-skirt styles of machinery keep Waste hanging around, with those extravagant habits of high-cost operation, heavy maintenance and swift depreciation."

Picture and opening lines have been originated for a quite obvious

and legitimate purpose—to arouse that first necessary interest in a subject which might quite easily be passed by if handled with less subtlety.

#### ROMANCE IN HORSEPOWER

In much of the modern advertising propaganda to conserve industrial horsepower, this very same element of romance is put to the front advantageously. Many advertisers are eliminating their own interests in order to further the great cause, which, ultimately, of course, will work for the combined good of all. A striking illustration is to be seen in a pen drawing of armored knights on horseback, astride their black chargers, leaping, in giant size, above the vast industrial plant. These are indeed the modern crusaders of manufacturing thrift.

The interesting fact connected with this approach is that it seems to bring to the surface rich pay streaks of that which is absolutely new and untrammeled in advertising embellishment. The old, moss-covered subjects are forgotten in the zest for drama and the pictorially romantic.

In another Timken Bearing page, a layout is arrived at which at once commands the reader's astonished interest. The entire space is made to take the form of a chess board, actual size, into which a small mortise for type is placed. The several chessmen are in position, as if placed there by players not in the illustration. Color lends to the novelty and naturalness of the effect.

The copy proceeds to tell how Waste can be checkmated. The product itself does not appear. The industrial and mechanical atmosphere is entirely missing, as it was intended to be. There need appear no special audience for this page; every individual will want to discover its message.

Indeed, the new order of things appears to be studiously to avoid actually reproducing an article which is inherently uninteresting to a large proportion of people, and to substitute absolutely fool-proof leads and illustrations. "Get them interested, first, and then get

# The South— the last Industrial Frontier



Smith

Due to the attention given to the rapid development of cotton manufacturing in the South, in recent years, many have overlooked the great general expansion of diversified southern manufacturing.

Great as has been the development of the cotton industry, less than 10% of the aggregate value of southern manufacturing is in textile products.

Despite the fact that the South, with the exception of the industrial centers of the East and middle West, is producing more manufactured goods than any other region of the country, its industrial development is only in its infancy.

New England has generally been accepted as being a great industrial region, but the value of all its manufactured products is only 68% of that produced by the South.

Developing rapidly along all general industrial lines and with a tremendously increased purchasing power, the South—the last industrial frontier in the country—offers northern manufacturers a wonderful opportunity for additional business.

This great industrial frontier to many northern manufacturers is unfamiliar country. But it need not remain unfamiliar to them. For nearly a quarter of a century our organization has been accumulating information on southern markets and conditions. This information, together with the advice and marketing counsel of men who know southern conditions and who have had practical experience in southern markets, is available without charge to any manufacturer seeking to develop his southern business.

A great majority of northern manufacturers have already realized the possibilities of the South and are approaching southern buyers through their own southern business papers—the Smith publications.

Take for example COTTON—the larg-



est textile monthly in the world, serving cotton textile mills for 29 years. No publication in the country provides the same contact or intimate knowledge with southern cotton mills that it does.

The South generates 25% of the steam horsepower of this country, and SOUTHERN POWER JOURNAL with its 20,000 subscribers has been closely allied with the growth and expansion of southern industry for the past 23 years.

The millions of dollars which have been and which are being invested in good roads have made the South a most desirable territory for the automotive equipment manufacturer. SOUTHERN AUTOMOTIVE DEALER provides 10,000 contacts with the finest dealers and jobbers in the South.

Power generation and the tremendously increased facilities for the generation of electricity opens up the way for increased volume of electrical appliance sales. In this field ELECTRICAL SOUTH reaches practically every worth-while dealer and jobber in the South.

SOUTHERN HARDWARE reaches 6,000 jobbers and dealers in the southern states, making it the only desirable medium for manufacturers marketing products in this field.

The South—the nation's last great industrial frontier—offers you tremendous opportunities for marketing your product. If you have anything to sell South, one of these five business papers will give you complete coverage of the channels of distribution in your field.



**W.R.C. SMITH  
PUBLISHING CO.  
Atlanta, Georgia**

down to the details of your story. But, above all else, be interesting, be original."

In a Lehigh cement farm-paper page, in two colors, you see a poster study of a small boy, watching a rocket that has gone swiftly upward into the night sky, to explode with splinters of brilliant light. "The thrill of the skyrocket and its sudden end" as a headline stimulates curiosity.

"With a swish it is off in the air; with a bang it bursts into stars. And then—a useless stick somewhere over in a cornfield. Don't you know people who put money into things that 'swish' and 'bang,' leaving little to show for the investment?

"In contrast, take for example, a concrete feeding floor. Here is a permanent investment costing but a few dollars and a little labor. Every particle of food is eaten by the stock. It is easy to keep such a floor clean, avoiding any possible breeding of disease."

In all industry, there is a rich store of illustrative material based very largely on romance, the imaginative theme, but some scratching about must be done to uncover it, for the tendency is to see prosaic products through prosaic eyes, when the job of telling and picturing the story is attempted. There has been strange and inexplicable timidity in the past. Advertisers were so afraid they might not be holding to principles which have become traditions of their individual industries.

It is daily becoming more apparent to advertisers whose products are of a certain staid character, that they must "step out" if they are to attract the public and make any considerable impression with their advertising. The old methods have been exhausted and are shop-worn.

That is why you now observe so many rather startling efforts, for familiar products in the industrial field; so many serialized campaigns with an atmosphere never before seen or even thought of, in this connection.

It is as if the advertiser had deliberately made up his mind to have a general housecleaning, and

to eliminate all that had ever gone before; as if he had grimly resolved to surround his product with a halo of innovation. These are the campaigns, incidentally, which, just now, are commanding universal attention.

### Salesmen Visit Unsold Accounts with Jobbers' Men

GRATON & KNIGHT COMPANY  
WORCESTER, MASS.

*Editor of PRINTERS' INK:*

K. G. Merrill, in your May 26 issue, has certainly handled the question as to whether industrial salesmen should or should not do "missionary" work in a way that shows a most complete understanding of this particular problem.

Our policy conforms closely to Mr. Merrill's, although we never refer to any of the work done by our salesmen as "missionary work." Undoubtedly missionary work may be defined as preliminary sales effort to introduce a commodity and concerning which effort there is more or less the feeling that immediate sales will not result, but that the salesmen is building for future business.

As stated above, none of our work with jobbers is viewed as "missionary work." It is all considered as a definite part of our regular selling program. Educational work with jobbers' men seems to be the term which best describes our effort with the distributors. The idea being to familiarize the jobber's man with our products and making him capable of selling them as effectively as our own salesmen.

Mr. Merrill states that where introductory work has been unsuccessfully attempted by a jobber's salesman, manufacturers' salesmen should visit those unsold accounts alone. In my opinion, this is the prospect to visit with the jobber's man, because it will show him just how the factory salesman goes about securing an order and very likely he will pick up points from the talk which will better enable him to make his next attempt more successful.

Our men do a great deal of their work accompanied by the jobber's man and we do not believe that any great amount of time or sales effort has been wasted. The whole idea is to place the jobber's man in possession of all possible information which the factory man has and thus enable him to really sell the manufacturer's product as intelligently and effectively as the manufacturer's own representative.

GRATON & KNIGHT COMPANY,  
J. E. McMAHON,  
*Advertising Manager.*

### Joins "Commerce and Finance"

R. B. Hotchkiss, recently with the International Trade Papers, Inc., New York, has joined the advertising staff of *Commerce and Finance*, New York.

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## "You can thank 'Jim' Dole for canned Hawaiian Pineapple!"



*H*ope is a romantic story. It tells of a young New Eng-  
lander who went to Hawaii  
back in 1899—with  
little money and no very  
definite plans—tasted  
canned Hawaiian Pineapple  
for the first time, and—

but need it for yourself.

In its pages you will learn how  
James D. Dole created the Hawaii-  
an Pineapple industry  
and in doing so built the  
company that supplies  
one of every three cans  
of Hawaiian Pineapple  
served on the Ameri-  
can table.

It is a fascinating book containing thirty new recipes by some famous  
food authorities. There is a copy for you if you will just drop a note and tell us  
Hawaiian Pineapple Company, Dept. 170, 122 Broadway St., San Francisco, Cal.

G.P.M. 100

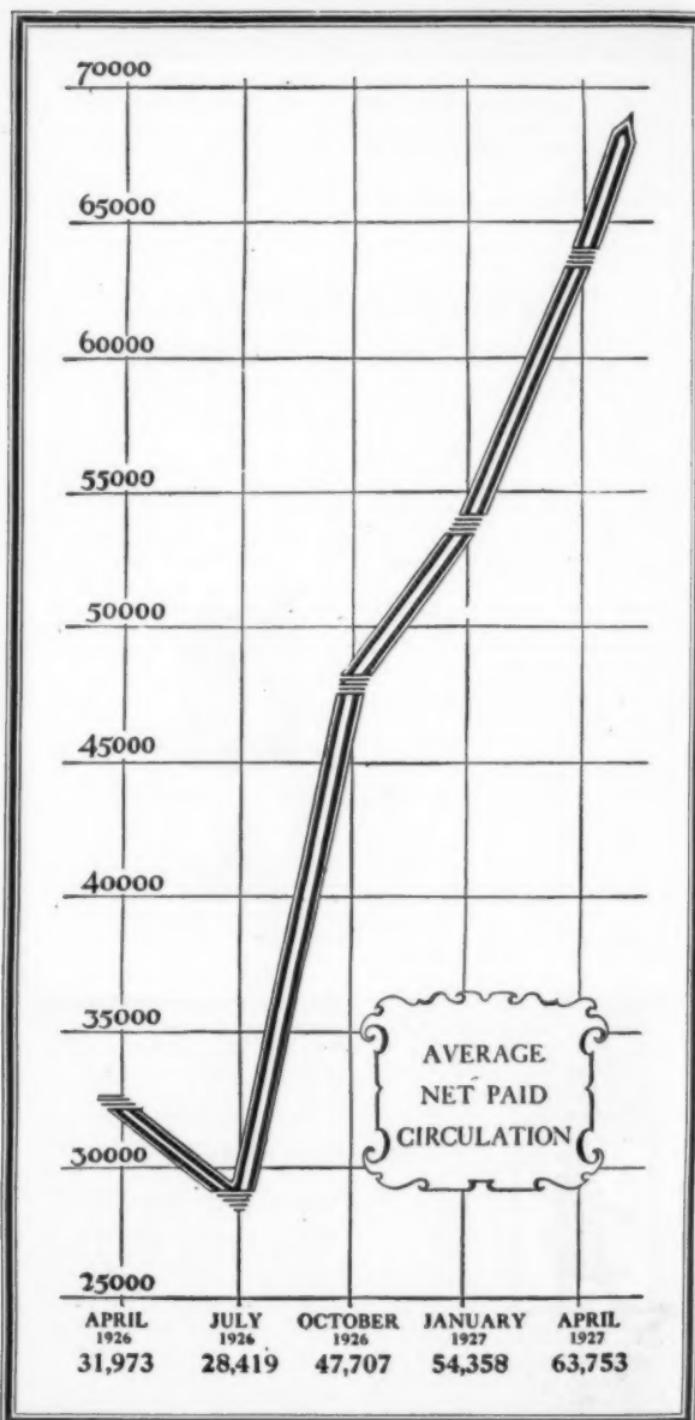
The  
**F. J. ROSS**  
Company, Inc.



Advertising  
119 West 40th Street  
New York

*Another example of  
"Seeing it Big—and  
Keeping it Simple."*

June 23, 1927



*The new Evening Post  
Building houses the most  
modern and complete news-  
paper plant which science  
and experience have yet  
contrived*



...In the  
past twelve months the  
New York Evening Post  
has more than doubled  
in circulation

*Each week shows a steady gain*

BUT MORE IMPORTANT even than the number is the kind of new readers gained. For the *Evening Post* is edited expressly for those people whose taste runs to the better things of life.

**NEW YORK  
Evening Post**

CYRUS H. K. CURTIS, *Publisher*

75 West Street

New York

# An *Intelligent* Creative Service

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As advertising usage increases so increases the competition for attention. He must plan skillfully who would have his story heard above the billion dollar din.

This service offers an intelligent cooperation in all of the physical phases of advertising, namely: Development of ideas by rough, semi-comprehensive, comprehensive and finished layouts—an intimate knowledge of the sources of supply and the practical purchase, direction and production of advertising illustrations, typography and reproduction. Truly—an intelligent, creative service.

We deal only with advertising agencies, or through the agency, its client. We write no copy. *Write for price list and sample layouts.*

---

## FLOING-PLUMER, INC.

250 PARK AVENUE, NEW YORK

GENERAL MOTORS BUILDING  
DETROIT



58 EAST WASHINGTON STREET  
CHICAGO

# Merchandising Slants at Home

Business Thoughts Gleaned While Visiting Detroit

By Hiram Blauvelt

Vice-President, Comfor~~C~~ Coal-Lumber Co., Inc.

[EDITORIAL NOTE: Mr. Blauvelt is the author of "Mid-Sea Merchandising Slants," and "Mediterranean Merchandising Slants," which appeared respectively in the February 24 and April 28, 1927, issues of PRINTERS' INK.]

ON my way to the train my bus was held up at one spot. A sewer was being put in. It was a dangerous bottle-neck for traffic. The contractor had put up a sign over his name reading:

GO SLOWLY  
DEATH IS  
So PERMANENT

Everybody laughed but took heed. It served its purpose in a striking way far beyond the usual stereotyped "Danger—road closed" sign. People like to be struck with originality. This sign has been commented on all over the State; the contractor has become well known for it. All of which goes to show that often ideas and brains, not money expenditures, make for advertising success. Advertising has brought democracy into business giving the little fellow a chance with the big, for the former by his originality and ingenuity can make a small appropriation go often ten times farther than another. Money may buy space but brains must make it effective. If one can only get something that hits the public consciousness hard, it takes but half the money to put it over, making such an enormous advertising return as has this little \$10 sign tacked temporarily to a telegraph pole.

\* \* \*

"Most of us are afraid to spend money to make money," my travelling companion remarked. "My overhead is \$2 per unit—half of which is fixed, such as taxes, rent, salaries, light, heat, etc. These go on, up to a certain point, whether I do more business or less, which practically means new business costs me only \$1 a unit, since the

other \$1 overhead I have anyway as a fixed charge. This means I can afford to pay quite a bit to get new business on my books, provided I am keeping my old business. I figure I can add fifteen more men on my sales force before I get to the point in sales where my fixed overhead will increase. It takes a close analysis of your figures and sales and then the courage to spend the money in advertising and salesmen necessary to get the intermediary business between that point and your present sales which will then be largely cream, since your real profits lie in that gap."

Especially in poor times are firms and business men afraid to spend money to make money. It is noticeable how many outstanding business successes of today are those which went ahead with their selling and advertising during lean periods to hold their old business and get that new which fixed overhead charges made nearly velvet. So where there is an ultimate profit in spending money it should be spent, regardless of how much hard times pinch, and advertising and sales should be the last of all to be slashed.

\* \* \*

Of a certain company someone said to me: "They're using their men up fast. I see Jones, the vice-president, just had a nervous break-down; Carter resigned on account of poor health; Brown dropped out and Hardy had to go away on a forced six months' leave of absence."

I'd often heard of a firm using up its surplus capital, materials, stock, good-will, etc., but never in connection with its executives. It's an important phase of things. This particular organization has been long under-manned and in addition is making some radical changes in its process of manufacture and merchandising. The

strain on its man-power has been too great and many of its best men have snapped under it. Unless more careful, it'll become bankrupt—in executive personnel. A mighty dangerous situation. There is no economy in using good men up; they're too hard to get and profits depend largely upon them. Man-power should be the very last company resource to be used up. It takes so much longer to rebuild a human body than it does a factory machine.

\* \* \*

Retail lumber business in Detroit is but 40 per cent of normal volume. With the curtailment of Ford and Dodge many retail businesses have been hard hit there—some stand in the red. The danger comes in a credit manager several thousand miles away passing arbitrarily on an account without knowing the local situation. Under such conditions a dealer who is perfectly good might become very slow and unintelligent action might lose an account which in normal times is invaluable. Similarly the sales manager shouldn't try to force facts and figures in the face of such a situation. The thought recurred to me that during the long Pennsylvania anthracite coal strike and the textile strikes in New England and Passaic, infinite care was taken by some firms in tiding reliable distributors over difficult situations tactfully and well. Many companies are now going to make staunch friends or enemies by the way they handle their dealers in the Mississippi flood distressed regions. All of which argues against long distance decisions. When something big and vital is doing in a district the sales manager or credit manager should hop on a train and get first-hand information right on the spot. Those who try to run their Detroit territory, for example, from a desk-chair by rule of thumb at this time are going utterly to misinterpret the situation and possibly alienate accounts which may shortly be among their best.

\* \* \*

Too much emphasis cannot be

placed at this point on the importance of good retail distribution. Both Ford and Dodge, announcing their new car models when they did, were largely influenced by their dealers. Both were losing dealers. Something had to be done or their distribution structure, costing much time, effort and money to rebuild, was in danger of being damaged. Dodge called its dealers together in March and announced the new model long before it was ready to produce so as to fore-stall dealers from leaving. Ford held off as long as he could, but finally had to announce his new car in order to set his dealers' minds at rest, although it is probable that he won't be into production until August 1.

No business can survive without good, adequate retail distribution and the rocks are ahead of that company, however rich and powerful, which allows its dealers to become disgruntled and dissatisfied. We may all profit by the costly mistake of Ford in this respect, for the general consensus of opinion is that he is one and a half years late with his new car. Retail dealers are a very important aspect of modern merchandising and big business is beginning to pay more and more attention to them with greater profit to itself.

\* \* \*

"That new LaSalle's pretty popular here," my taxi-driver said to me. "It speaks pretty good for it, too, because Detroiters ain't much on higher price cars usually, but these've gone pretty well in the city."

Which proves that a prophet may gain honor (and profits) in his own country.

\* \* \*

Ford advertising will begin in September both here and abroad. The appeal will be one of quality, not cheapness or low price. This was a valuable lesson Ford learned from abroad where he had to abandon the low-price idea, since any number of European cars were underselling him, and, having no price advantage, Ford had to sell on the basis of quality only. So all advertising was recast along



## TEN million motorists

*helped to popularize  
the Jantzen diving girl*

IN the spring of 1923 a dashing red diving girl was seen on windshields and rear windows of cars in and around Portland, Oregon. Since then, the popularity of this girl has extended to every country in the world. Her latest vogue is on the taxis of Paris.

But more important, the red diving girl now stands for Jantzen—*the suit that changed bathing to swimming*. No article of American-made wearing apparel has gained world-wide acceptance so rapidly.

We are proud to have worked with Jantzen since the beginning, in building this unique success.

**BOTSFORD-CONSTANTINE COMPANY**  
*Advertising*

PORTLAND • SAN FRANCISCO • SEATTLE

 Member American Association of Advertising Agencies   
and National Outdoor Advertising Bureau

the quality idea abroad. Future Ford advertising in this country promises some very interesting developments. Can it wean the American public away from the *cheap car* idea?

\* \* \*

Ford is a crank on cleanliness. Everything in his factories is freshly painted, freshly shined, freshly swept. In his power plant not a cinder; not a smudge or speck of dust. His idea is that a dirty plant is not only inefficient and wasteful, but unsafe. Also that the morale and productiveness of the working men is greatly improved under working conditions of the utmost cleanliness. His very locomotives shine like a new pair of shoes. (Incidentally it helps locate steam leaks, etc., immediately.) In reality a large part of Ford's success is founded on cleanliness. I wonder if he keeps his desk clean?

\* \* \*

Ford spent thousands of dollars, months of research and experiment to discover an entirely new process of glass-making for his windshields. The formula hangs on a tablet in the open factory room where the foreman, workmen or anybody can consult it, memorize it and carry it away if they will.

Much of this open-mindedness of modern business is the realization of the fact that a competitor making a very poor product cannot only cut prices below the profit point but also give the whole industry a black-eye by making it possible for consumers to have unfortunate experiences with a badly made article, which will forever lose them as customers to that industry. A manufacturer might much rather let another make an article as nearly equal to his own as possible than have a lot of merchandise apparently equal to his spreading dissatisfaction which can never be cured. The tendency is to invite competitors through plants and tack secret formulas, which used to lie hidden in the safe, right out in the open on the factory bulletin board.

\* \* \*

The Standard Oil Company has

just had made at the Ford airplane plant a Pullman plane with sleeping and traveling accommodations for twelve persons. It will be used for executives and officials, two-thirds of whose time is now spent traveling about on Pullman cars. It is estimated this will save at least one-third of their time. While everybody is always planning how a laborer's time can be saved here and pared there, nobody yet seems to have thought of saving the time of the \$50,000 executive, which is infinitely more valuable. This move on the part of the Standard Oil Company would appear to be a gigantic step in this direction.

How soon the airplane will play an important part in business is still a question. Ford runs a daily air service to Chicago, Cleveland and Grand Rapids carrying parts, details and Ford mails. That it is an important factor to be reckoned with in the business of the not too distant future, there can be no doubt.

#### Newspaper Campaign for Pacific Coast Bakeries

The Bake Rite Bakeries, Inc., Portland, has appointed the Portland office of the Western Advertising Agency, Inc., to direct an advertising campaign in Pacific Coast newspapers.

#### L. G. Peede Joins Bradner-Smith & Company

Loring G. Peede, formerly of the Loring G. Peede Agency, San Francisco, has been appointed manager of the promotional department of Bradner-Smith & Company, Chicago, wholesale paper.

#### M. C. Cohn with "Pacific Coast Architect"

Mark C. Cohn has joined the staff of the *Pacific Coast Architect and Building Review*, San Francisco, which has acquired *The Inspector*, formerly published by Mr. Cohn.

#### Spark-Lin-Ale Account to Wm. H. Rankin Agency

Spark-Lin-Ale, Inc., New York, ginger ale, has placed its advertising account with the New York office of the Wm. H. Rankin Company, Inc., advertising agency.

# TYPEWRITTEN HOUSE-ORGANS

*Repro-Printed by Photo Offset  
are marked by their*

**INTIMATE PERSONALITY  
ECONOMY SPEED  
VERSATILITY**

Reproduction in this new way lends an interest and intimacy to the Employee's Magazine at once novel and very valuable.

Snapshots—wash drawings—charts—cartoons, etc., can be included at very little extra cost.

Our service includes any—or all—of the following: editing—typing—layout—art work—printing—binding.

Of special interest to concerns having 100 to 2,000 employees who will find it amazingly low in cost compared to older methods.

Write or phone for samples, prices and details.

**NATIONAL PROCESS  
COMPANY, Inc.**

218 West 40th Street, New York City

# The Wichita Eagle

WICHITA, KANSAS

*Morning—Evening—Sunday*

---

The new Evening Eagle, started March 28, 1927, now has a net paid city circulation of more than 17,000.

## NEW RATE CARD

Effective June 1

*Morning Eagle, 15c. per agate line Flat  
Sunday Eagle, 17c. " " " "*

*Morning and } 18c. " " " "  
Evening Eagle, }*

Combination is not compulsory  
but we believe IT IS THE BEST  
BUY in Kansas.

---

# The Wichita Eagle

MARCELLUS M. MURDOCK, *Publisher*

SIDNEY D. LONG, *Business Manager*

H. W. ALLEN, *Advertising Manager*

Represented Nationally by: The S. C. Beckwith Special Agency, World Bldg., New York; 43 No. 61st St., Philadelphia; Union Trust Bldg., Chicago; Interstate Bldg., Kansas City; Syndicate Trust Bldg., St. Louis; Ford Bldg., Detroit; Atlanta Trust Bldg., Atlanta; Sharon Bldg., San Francisco; Higgins Bldg., Los Angeles.

# The Advertising Possibilities of the Big Little Business

Tremendous Volume Is Not Always Desirable or Profitable

By A. H. Deute

**I**N the June 16 issue of *PRINTERS' INK* I discussed the advantages of the big, little business and the advisability of letting many a business remain comparatively small. The questions have been asked: "Does that preclude the possibility of such a business becoming an advertising business? Does that sort of business automatically shut its eyes and ears to the consideration of advertising?

"If such a business shuts its ears and eyes to a consideration of advertising, will it not simply dry up and in time fade away?

"Or, should it decide to advertise, then what would it hope to attain through the use of advertising? If such a business is not meant to grow in gross volume, then what can the advertising be expected to do?

"In short, while the idea of a fine, small business is laudable, is it possible for a business to get to such a point and stay there?

"Won't it either go up or down?

"Doesn't it require headway and progress and momentum to keep a business alive and healthy? Can a business stand still without stagnating?"

And the answer may well be: "No—a business can hardly stand still without stagnating. It should grow steadily. But the growth of a business can very well be growth in something besides sheer volume."

American business, thus far, reminds me of the rather sarcastic tribute which an after-dinner speaker paid to a certain rapidly growing city in the Southwest. He explained that only through an oversight did that city's fathers fail to put on its coat-of-arms the true motto of that city—"Bigger and better elephants."

It is reasonable to assume that the time will come, and probably it is even now here, when a business can be considered to be growing

in many directions aside from mere size. In fact, there are a good many instances of the desire for growth in size having actually resulted in ultimate shrinkage. For instance, a few years ago, there was a printer with a business of his own which was rapidly becoming famous over a large section of the country. That print shop could produce unusually effective dealer-helps. The owner had peculiar talent in that direction. Advertising men and advertising agents from many places turned to him for that kind of work. He was keeping his shop full of unusually interesting and all-around profitable business.

But instead of continuing to specialize in that form of printing and carrying it to the greatest possible stage of perfection, he looked with envy upon some of the other print shops in that town which occupied more floor space and had larger and more complicated presses. He sent for salesmen who sold that equipment.

#### NO LONGER AN EXPERT

Those salesmen went away with his orders for a couple of large presses. Before long, he took on much additional floor space. With the extra floor space and the extra large presses, he has now turned his place into just a large print shop. He is no longer recognized as an expert in a particular branch of the printing business. He is now simply a large printer. He has a large shop which he must keep busy. He has several men who go out to fight for orders. When there is a chance to bid for the job of printing a hundred thousand pamphlets, he sharpens his pencil and figures.

Now, he can say with truth that he is doing twice, probably three times the dollar volume that he used to do. But his business has

# Foreign Trade

*An asset?  
Or a liability? Which?*

Ask a large firm, one with branch units abroad, and the answer is,  
"An asset, of course."

Ask another firm, just 'thinking' of foreign trade, and the answer is,

"Don't know. Looks good,  
but how do you start in it?"

Experience teaches, of course,  
but it's expensive—at times.

Stored-up experience—concentrated and rationally applied—prevents mistakes.

It really makes no difference what interests a firm holds or contemplates—

Exports or imports—or both  
Or competition—as a nuisance  
Or an important foreign concession

Or branch factories abroad  
Or foreign selling branches  
Or foreign service branches  
Or a community of interest with a foreign group  
Or a cooperative agreement with a foreign competitor  
Or an investment abroad

It all requires that stored-up experience—concentrated and rationally applied—a survey, a preliminary one here or a comprehensive one in the field.

The result is a report—complete, thorough, understandable.

*Preliminary consultation solicited*

## ARTHUR J. GREY

*Foreign Trade Consultant and Field Survey Specialist  
(Former American Trade Commissioner, Berlin)*

27 William Street, New York

Telephone: Hanover 8607  
Cable Address: Greyart

lost its individuality. It has also lost much of its money making possibilities. It now has nothing unusual and different to sell. He has not the time to produce the work which his personal skill makes possible. He is too busy now figuring out ways to put in cheap bids on big jobs.

There was a time, a few years ago, when a far-seeing advertising man could have done this printer a world of good. If such an advertising man had given him an advertising plan and a series of advertisements which would have glorified this print shop as specializing in dealer-helps, the business policy that would have been set down in such a series of advertisements might well have held that printer's mind on the subject of bettering his particular specialty. There was still much room for growth in that one phase of the printing business. It could have grown year by year in total volume—not, it is true, in the way it has grown. But it could have enjoyed a more healthful growth in such a way that that print shop's reputation for doing a certain kind of work would have grown with it. Today, that printer would probably be recognized as the country's leading designer of printed dealer-helps, instead of being just a printer.

Of course, it is easy to look back over a few years and point out what might have been. It is harder to point to actual, concrete examples along affirmative lines. But here is one very interesting case which has become so widely known that practically every reader of PRINTERS' INK knows the house and its product, even if it does not know its intimate history.

I refer to the company producing Jantzen Swimming Suits, located in Portland, Oreg. It is highly conceivable that John Zehntbauer and Carl Jantzen could have added a dozen and one other articles of knit goods to their plant production. But several years ago they made up their minds that they would stick to the swimming suit as their main effort and put behind it every bit of thought and energy to make it an unusually

THE SATURDAY EVENING POST

**POWERED BY LYCOMING**

With the purchase of a car or truck you buy a motor. That motor is almost certainly a Lycoming.

Nearly half-a-million car owners have enjoyed first-hand experience with cars and trucks powered by Lycoming. More than 225 models of Lycoming-powered cars and trucks, built by several well-known manufacturers, are sold and serviced by over 5,000 dealers.

The hundreds of thousands of Lycoming Motors already in use—Fours, Sixes, and Eight-in-Line Motors—have familiarized practically all garages and service stations with their construction and operation.

The salient features of Lycoming-powered cars and trucks are conveniently described, for ready reference and comparison, in a single informative book which we will send you on request.

LYCOMING MANUFACTURING CO.  
Williamsport, Pennsylvania

CARS and TRUCKS  
powered with  
**LYCOMING MOTORS**  
FIVE YEARS BUILDERS OF QUALITY PRODUCTS

**T**HE car and truck makers who bought Lycoming Motors up to five years ago simply bought what they considered to be the best motors they could find.

The car and truck makers who buy Lycoming Motors today, after five years of national advertising, buy not only what they consider the best motors but also public good will and confidence in the name Lycoming—a tangible sales asset for their own products.

Coincidentally, this manufacturer protects and insures his own market for the future.

McLain-Simpers Organization takes pride in its association with this advertiser throughout his entire national advertising history.

**McLAIN-SIMPERS ORGANIZATION**  
**ADVERTISING**  
**PHILADELPHIA . . . NEW YORK**

**EVERY  
AGENCY  
HAS A CLIENT  
WHO NEEDS  
THE VALUABLE INFORMATION  
CONTAINED IN THE  
REVISED THIRD EDITION OF  
“SALES CONTESTS”**

**THIS FREE BOOK**

will be sent postpaid — gratis and without obligation to any Agency or Company Executive interested in sales work.

**IT DESCRIBES**

Sales Stimulation Methods  
Sales Contest Plans  
Picket and Winit Service

**COMMENTS OF CLIENTS**

Mr. Kruger, Sales Manager of The BOOK HOUSE for CHILDREN, says: Your Picket & Winit Service increased our business 52% during the three months sales contest was in force over the corresponding months of last year. We are glad to state that we shall repeat during the months of June, July and August.

D-A Lubricant Corp., of Indianapolis—In the sales contest you outlined for us with our Jobbers' salesmen, more enthusiasm was shown than contemplated. Results from the first week indicate that the contest will run far above our most optimistic expectations.

(Sgd.) John K. Gewinner.

**WRITE** for a copy of "Sales Contests" today. It is yours for the asking, without obligation.

**United Premium Sales  
& Service Co.**

307 N. Michigan Ave., Chicago

**REPRESENTATIVES**

1440 Broadway, New York City  
120 E. Loughborough Ave., St. Louis, Mo.  
86 Mason St., Milwaukee, Wisc.  
1324 W. 7th St., Los Angeles, Calif.

good garment and also to market it in an unusually thorough manner.

Now, comparatively and relatively, this Jantzen business is a small business. That is, it is small when you consider its floor space and its gross volume and its capital. It is comparatively small figured on the basis of "bigger and better elephants." But on the other hand, it is actually one of America's largest businesses. It has made a name for itself and a place for itself in every section of the country. It has come to dominate a certain market. It has developed a cash asset which is very, very valuable, and it has done this without thinking merely of volume.

The advertising possibility of the small business is interesting. It provides the true advertising man with the greatest possible opportunity to demonstrate his skill. Such an advertising appropriation must, of course, bid for attention, alongside of many campaigns which run into much greater figures. As a consequence, it must depend upon ideas and carefully worked out copy appeals and carefully planned and executed art work.

Referring for a moment to the Jantzen diving girl, one of the best-known young women in America, I am not going to disclose here the small sum which was paid for the original drawing. One day I told a well-known art director what the price of the original drawing was and he was horrified. The fact of the matter is that a share of the stock in the original Ford company has not increased in value any faster than has the sum of money which was paid for this drawing.

But this drawing was not the work of an art department in a city a long way from the little knitting mill in Portland. On the contrary, the young men developing the swimming suit did not have the money with which to buy anything "fancy." According to the story, they heard of a great artist. They asked him to make them some drawings. He did the work and charged them a price commensurate with his greatness.

Mechanically and technically, they were fine drawings. But they

# MOLLÉ

*for easy motor ing*

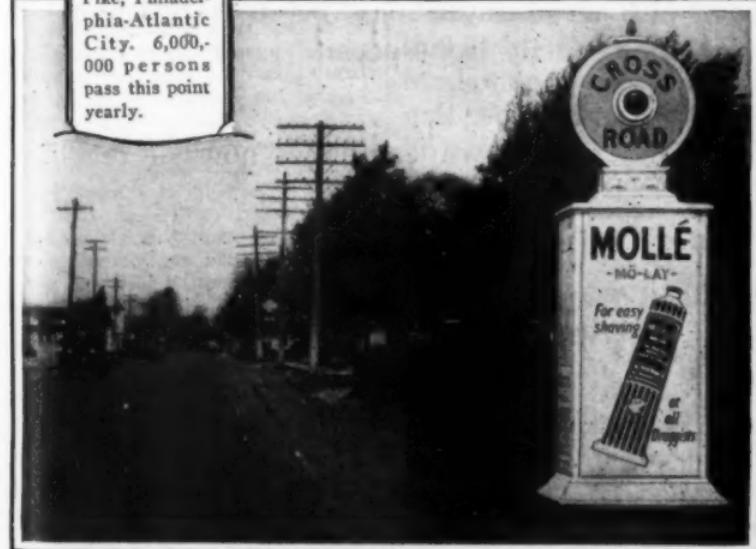
Mollé has made a host of friends by making shaving easy. Now Mollé is cementing these old friendships and adding new ones by aiding motorists.

Highway Lighthouses create good will for Mollé.

They can do that for you also.

HIGHWAY LIGHTHOUSE CO.  
New York      Pittsburgh  
Detroit      Chicago

Mollé Highway Lighthouse on White Horse Pike, Philadelphia-Atlantic City. 6,000,000 persons pass this point yearly.



THE RIGHT WAY IS ON THE RIGHT-OF-WAY.

© 1929

June 23, 1927

# Seattle Wins 1928 Kiwanis Convention

THE minute Seattle was selected as the 1928 Convention City at Memphis last week, cheering Kiwanians began to talk about their trip for next year and wired a promise to their wives.

"See you in Seattle" were the farewell words of 6,000 delegates.

Kiwanians are enthusiastically planning their itineraries now—choosing railroads, hotels, side trips to Alaska, Hawaii, Canadian Rockies, Lake Louise, Jasper National Park, Grand Canyon, California, Yosemite, Yellowstone.

District Conventions begin in August. Definite plans for special trains are made then.

Start your own campaign now to reach 102,000 Kiwanians in 1638 cities.

## THE KIWANIS MAGAZINE

164 West Jackson Blvd.



Chicago, Illinois

Member A. B. C.

HEVEY & DURKEE  
15 West 44th Street  
New York City

CHARLES REYNOLDS  
Advertising Manager

HAROLD POE SWARTWOOD  
11 South La Salle Street  
Chicago, Illinois

didn't seem to live and jump right off the paper on which they were drawn. So the men in the plant got together with a young local artist and they worked up a tremendous state of enthusiasm on this subject of a picture of a diving girl who was really diving. And in a surprisingly few minutes, the present Jantzen diving girl was put on paper.

#### AN IMPORTANT ASSET

There is another story, too, about the close escape this young lady had a year or two after she made her initial appearance. After the first half dozen or so advertisements had appeared, all with her occupying a prominent place, a swarm of offers were received to re-draw her, to put her into different positions, or to bring out a new model altogether. She was saved through the belief that a good sketch of that kind could well be used year after year. And that is why the Jantzen diving girl has now become a trade character. I feel sure that John Zehntbauer and Carl Jantzen will agree with me that she is today one of the most important real assets of their company.

Now, this is an example of one business which kept away from the idea of sheer dollar volume. It has stuck to the development of a specialty. It has done so largely through the use of economical and carefully worked out advertising. The selling of such a specialty cannot, of course, be done with the lavish expenditure of money which is possible when a big line is being forced over through sheer weight of money. As a consequence, it provides a most interesting opportunity for the copy writer.

In this consideration of the advertising possibilities of the relatively small business, it is interesting to take the current magazines and note the advertising of such products as Horlick's Malted Milk, Three-in-One Oil and Carbona. And there are the food products which have grown into immense proportions by making themselves big little businesses instead of trying to be little big businesses. And

## DISPLAYS YOUR DEALERS WILL USE

If the dealer likes your display—if he thinks it improves his window or counter it will be used and stay in use.

We build displays that appeal to dealers as fixture material. Our special method of reproducing copy on glass produces all color effects, richly and permanently. The addition of silver as a key color adds life and interest not found in any other work.

For dignified and beautiful counter blocks, pedestal stands, cemented-on window signs, hangers and translucent electric signs for window or outdoor use, it is well worth your while to investigate.

*Write or phone  
nearest office*

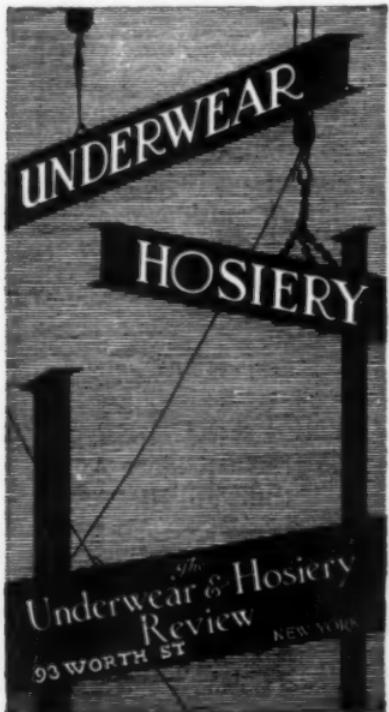
**HAYNES & KINDER, Inc.**  
**2635 North Kildare Ave.**  
**Chicago, Ill.**

**55 West Forty-second St.**  
**New York, N. Y.**

**P. L. APGAR, Eastern Manager**  
**Phone: Longacre 4795**

If you're in  
A rush  
For a photograph—  
Remember that  
We built  
Our business  
Catering to  
Folks who want  
What they want  
When they  
Want it!  
They get it  
Here!

*Abeda* Studio  
PHOTOGRAPHERS  
212 West 48th St.  
New York  
CHlickering 3960



there are also many more which are still to be developed in the various cities and towns throughout the country. The advertising man who digs one of these out is taking upon himself a most interesting piece of work. It generally proves interesting in two directions. First, there is the fun of doing the actual work and watching the results. Secondly, there is the exciting job of making up a company policy with reference to sticking to doing the one little job in a big way, rather than losing sight of the opportunity to build a wonderful small business and trying for mere size, probably with disastrous results.

## Salesmen Are Advertising Mediums

TULIP CUP CORPORATION  
NEW YORK

*Editor of PRINTERS' INK:*

Can you furnish me with a list of manufacturers whose products have been successfully distributed without the aid of advertising? I would also appreciate any collateral reading in this connection that you could direct me to.

TULIP CUP CORPORATION  
JAMES J. JACOBSON,  
*Sales Manager.*

IT is not clear whether information is desired on the question "Should salesmen be used before advertising appears?", "Should advertising appear before salesmen call?" or "Should salesmen be used to the exclusion of advertising?"

It really does not matter, however, which of these three questions is in our correspondent's mind. Examples aplenty could be cited as answers to any of them. We are printing this letter here not for the purpose of cataloging a list of names of businesses that have answered any one of these questions to their own satisfaction, but for the purpose of pointing out that, in reality, no hard and fast distinction should be made between salesmen and advertising as two different forces.

The primary reason why advertising exists and is used lies in its selling ability. How well it does the selling job depends upon the

**THE FOLLIES  
OF  
1807**

the steamboat CLERMONT  
was dubbed Fulton's Folly  
but the dub in the case was  
not ROBERT FULTON - he had  
an honest-to-goodness idea  
- navigation and illustration  
are not so dissimilar - in both  
you'll never get anywhere  
*unless you know where you're*  
going - ideas are POWER,  
and we are a POWER-HOUSE  
of ideas

MARTIN ULLMAN Studios.  
*Lettering & Illustrations - plus an idea*  
250 Park Ave New York

IDEA CREATORS  
NOT JUST ILLUSTRATORS

Vanderbilt 4577-4563

**There is Big Business in  
the Hotel Field for  
Your Product**

**ASK US**

**and**

**Send for a Copy of the New  
HOTEL BULLETIN  
CHICAGO**

Weekly individual reports on New prospects in the Hotel Field for advertisers. This is our "Specialized Service" and is in addition to our "Weekly Confidential Reports."

The HOTEL BULLETIN is a monthly hotel magazine devoted to the interests of all departments of the modern transient and residential hotel.

Our service is acknowledged by advertisers as the most authentic and efficient in the hotel publishing field.

**The HOTEL BULLETIN, Inc.**

**BEN F. BRANHAM, President  
175 West Jackson  
CHICAGO, ILL.**

New York Office: 360 Madison Ave.



**FAME**

Before Prohibition Peoria was known the world over for its leadership in the production of spirits fermenti.

Since Prohibition Peoria has become famous for many things. 25,000 busy workers are paid \$40,000,000.00 annually in our diversified industries.

We will help you sell this fertile field.

**The PEORIA  
JOURNAL-TRANSCRIPT**  
Read in  
**4 out of 5 Homes**

*Write for Merchandising Co-operation*  
**CHAS. H. EDDY CO. Nat'l Representatives**  
247 Park Ave., Wrigley Bldg., Chicago  
New York Chicago  
Old South Bldg., Boston

opportunity it is given and upon the ability of the person using it. This same statement applies to salesmen, no matter whether they be paid directly by the maker of the product being sold, or indirectly through jobbers. Salesmen are advertising mediums. Whenever it becomes unnecessary for a sales staff to talk and argue the merits of a product it should be immediately replaced by a crew of order-takers.

The question, then, is not one of the relative merits between salesmen and advertising as a whole, but between salesmen considered as an advertising medium and some other form of advertising medium.—[Ed. PRINTERS' INK.]

**S. G. Harris Joins Moto Meter Company**

S. G. Harris has joined The Moto Meter Company, Inc., Long Island City, N. Y. He was formerly with the B. G. Corporation, New York, as sales engineer, and was at one time with the Metropolitan Body Company in its New York office.

**Robert Weidaw with Connecticut Light and Power**

Robert Weidaw is now advertising manager of The Connecticut Light and Power Company, Waterbury, Conn., of which A. V. S. Lindsley is sales manager. William M. Walsh is merchandising manager of the sales department.

**J. E. Sanford Joins Doremus & Company**

James E. Sanford, for a number of years with the Chicago Tribune and more recently with the Chicago office of N. W. Ayer & Son, has joined the Chicago office of Doremus & Company, advertising agency.

**"Burlabox" Account to  
Harrison J. Cowan**

The Columbia Corrugated Company, New York, manufacturer of "Burlabox," a burlap covered corrugated container, has appointed Harrison J. Cowan, New York, advertising, to direct its advertising account.

**Bulle Clock Account for  
Van Allen**

The Bulle Clock Corporation, Chicago, has appointed The Van Allen Company, Chicago advertising agency, to direct its advertising account.



To prepare good copy and layout is not enough. We consider this but an incident to the complete service we are equipped to give manufacturers in Central New England. The wealth of business experience our executives place at the disposal of our clients is the most important contribution we make to their sales and merchandising problems.

## THE MANTERNACH COMPANY *Advertising*

The Manternach Building - 55 Allyn Street  
HARTFORD, CONNECTICUT

## GENERAL SALES MANAGER WANTED

A CLIENT OF OURS—a long established nationally known service publisher seeks a General Sales Manager for hiring and training men to sell a new type of syndicate employe service to industrial plants. He must be making good now as territory or headquarters manager in a similar field and must present his selling record and all details in first letter. Salary and commission. (Their sales force has been notified.)

HUGHES, WOLFF & CO., Inc.  
Box 205, PRINTERS' INK

## 75% CIRCULATION GAIN 20% RATE ADVANCE

WHEN our previous rates went into effect, January 1, 1926, the circulation of The FINANCIAL WORLD was 17,000.

Today we have a net paid circulation in excess of 30,000.

Nevertheless, we have advanced our rates but 20% which makes this valuable medium an exceptional buy for advertisers desiring to reach readers with five-figure incomes.

FINANCIAL WORLD subscribers pay \$10 per year. 75% of them renew. We have no short-term subscriptions, and none in arrears.

### The **FINANCIAL WORLD**

America's Financial and Business Weekly

53 PARK PLACE, NEW YORK, N. Y.

Established 1902

Member A. B. C.

## Government Publications of Interest to Advertisers

*Washington Bureau  
of Printers' Ink*

ALL publications of the Department of Commerce, as of May 1, are included in a recently published catalog. This "List of Publications of the Department of Commerce," a book of 135 pages, not only gives the titles of all publications, but also includes directions as to how they may be obtained, and gives a list of depository libraries throughout the country and those field agencies which sell department publications. The book also gives full directions as to where and how the publications may be purchased or read. Copies are free and may be secured from the issuing offices of the department and its field agencies, or from the Superintendent of Documents.

\* \* \*

Manufacturers of furniture and household equipment will be interested in the report of an investigation of the "Trend Toward Apartment House Living," contained in the "Monthly Labor Review" for June, 1927, published by the U. S. Bureau of Labor Statistics.

The report states that no details are available regarding the actual number of families now living in apartment houses, as compared with those living in single dwellings, but that the building permit records of new construction show clearly the change that has taken place. For instance, in 1921, accommodations were provided by new apartment houses for only 24 per cent of all the families provided for during that year; but in 1926 the proportion provided for in apartments had risen to 45 per cent. During the same period the provision for single residence dropped from 58 per cent of the total to 40 per cent, and the proportion of two-family dwellings also declined.

That this change is making a difference in home purchasing is obvious, and the report presents a

number of statistical tables on the subject which cover practically all of the cities of the country. Copies of the "Monthly Labor Review" for June are sold at 15 cents each, postpaid, by the Superintendent of Documents.

\* \* \*

The competition offered by German manufacturers to our own jewelry producers, not only in foreign markets, but also in this country, is expected to create considerable interest in "The German Jewelry Industry" (Trade Information Bulletin No. 480) recently published by the Bureau of Foreign and Domestic Commerce. The report not only presents a great deal of information which will aid in the selling of jewelry in foreign markets, but, as its foreword notes, as a detailed analysis of the German jewelry industry it should be of value to the American manufacturer in throwing light on his own production problems.

\* \* \*

"Foreign Markets for Automobile Servicing Appliances" (Trade Information Bulletin No. 482) was compiled from information secured by a special questionnaire sent to consular officers of the State Department and foreign representatives of the Department of Commerce. The commodities covered are air compressors, portable drills, garage tools, oil and grease guns, cylinder boring machines, reamers, cranes, tire repairing machines, valve grinders, welding outfits, jacks and battery chargers. The information covers practically all the countries of the world, and the report offers the loan of a great deal of additional material to interested firms, associations and individuals.

\* \* \*

"Electrical Development and Guide to Marketing of Electrical Equipment in Australia" (Trade Information Bulletin No. 487) indicates that manufacturers of electrical goods can find a very satisfactory and profitable outlet in Australia. In the fiscal year 1923-24 the commonwealth imported more than \$23,500,000 worth of electrical goods, and in 1924-25

You Pay for  
**WASTE CIRCULATION**  
 in reaching the  
**CHURCH BUILDING**  
 AND  
**EQUIPPING**  
**FIELD**  
 unless you use

**The EXPOSITOR**

*Church Building Trade Journal  
 Since 1898*

Absolutely Restricted to the Buyer

"Undoubtedly the outstanding  
 religious publication in America"

Sample—distribution—rates on request

**The EXPOSITOR**

JOS. M. RAMSEY, Manager and Editor  
 710 Caxton Bldg., Cleveland, Ohio

The EXPOSITOR  
 156 Fifth Ave.  
 New York City

The EXPOSITOR  
 37 So. Wabash Ave.  
 Chicago, Ill.

**Wire Your Inquiries**

We appreciate the importance of getting information to you quickly. We want to co-operate with you to that end.

Send your telegram COLLECT to our nearest office.



We are always  
 glad to pay charges  
 on telegraphic inquiries.

**Collegiate Special  
 Advertising Agency, Inc.**

503 Fifth Ave., New York

612 No. Michigan Ave., Chicago

more than \$30,500,000 worth. However, the Australian import statistics place the amounts for the United States at only \$6,262,000 and \$6,827,000, respectively, for these periods.

The report contains not only the necessary information for the selling of all kinds of electrical equipment, but also devotes several pages to radio and wireless developments, and contains a brief discussion of advertising. Conservative advertising is recommended, and the report mentions a frequent fault of American advertisers, as follows:

"Prices should not be mentioned unless they are inserted after the matter has been taken up with the agent. Some companies have sent out literature intended for distribution by the agent in which not only were the prices given in dollars, but the figures were given for the home market, and with duty and high freight rates the foreign selling price could not be maintained at the figure named. The agent who had paid duty on catalogs at the rate of 20 cents a pound would not feel very kindly disposed a few minutes after he had opened the package."

The report states that window display cards and sales helps, pamphlets, folders, and counter display material are found to be highly suitable for advertising purposes in Australia.

This report, as well as all other trade information bulletins, may be secured at 10 cents a copy from any of the branch offices of the Bureau of Foreign and Domestic Commerce, or from the Superintendent of Documents, Government Printing Office, at Washington, D. C.

**Pacific Coast Salmon Packer  
 Plans Newspaper Campaign**

The Deming and Gould Company, Bellingham, Wash., salmon packer and broker, is planning to spend \$100,000 in an advertising campaign to be run in newspapers in the East and Middle West, featuring all brands of Deming salmon. An intensive campaign will also be conducted in Texas.

The Strang & Prosser Advertising Agency, Seattle, has been appointed to direct this campaign.

# 10 years have trebled this market

*-have they trebled your sales, too?*

TEN YEARS AGO men spoke of the "awakening" South. Today they use the past tense—for the South has awakened thoroughly. In the past decade prosperity has come to the people; their buying power has more than trebled.

New and permanent prosperity has brought new wants. An active demand for merchandise of all kinds has sprung up. Merchants are busy and prosperous. Distributors are setting new volume and growth records.

But—as in other sections, hand-to-mouth buying is the rule. Which means branch offices, warehoused goods, branch factories, to serve this rich market from close by, as

it demands, as it deserves.

We will be glad to show you in full detail why Atlanta has been made Southern Headquarters by more than 800 of America's leading concerns. The reasons are sound—and are rooted in profit, volume and major economies.

Write for a special, confidential report on Atlanta as it applies to the concerns in which you are interested.



*Send for this Booklet*

The actual experiences of nationally-known concerns in Atlanta, and a thoughtful review of this city's many vital advantages as an industrial location. Sent free.

*Write*

INDUSTRIAL BUREAU

1527 Chamber of Commerce

# ATLANTA

*Industrial Headquarters of the South* —



June 23, 1927

**H**ere are your Customers

*Inside the Family Circle —*



There are 627,831 of these individual buyers of *MODERN PRISCILLA* (perhaps 3,000,000 readers). They read it eagerly from month to month. And through the unique service of the Priscilla Proving Plant they have learned to place implicit faith in products they see advertised in its columns.

Here, then, is a great family of *MODERN PRISCILLA* readers,—representing the finest substantial class of American home life.

**May we help YOU take YOUR message inside this Family Circle?**

**MODERN PRISCILLA**

ARTHUR J. CROCKETT, *Advertising Director*

470 Atlantic Avenue

Boston, Massachusetts

## Hearings to Precede Unfair Business Charges

Criticism of the practice of the Federal Trade Commission of issuing complaints against businesses for unfair trade methods before any defense or explanation on the part of the accused was heard, will no longer be possible under a ruling announced by the Commission on June 18. Before a complaint is issued the firm involved will be permitted to submit any statement of fact or law that it desires, before the Board of Review of the Commission.

The former procedure of the Commission in handling these cases was held in an unfavorable light by many because of the fact that a great deal of publicity usually attended the issuing of the complaint while but little notice was made if the accusation proved to be unfounded.

The present procedure will now allow the respondent three weeks to prepare for an informal hearing before the Board which will not involve the taking of testimony. An exception to this ruling will be taken when a majority of the Board feels that a hearing is not required because of the following reasons: The respondent has been interviewed and given to the examiner every argument that could be offered for defense; the practice has been fully established and is of such a nature that nothing could be gained by a hearing; if a delay in the issuance of a complaint might result in a loss of jurisdiction, or if a hearing is otherwise unnecessary or incompatible with the public interest.

## F. D. Connor, Vice-President, Call's Bankers Service

F. Dwight Connor, formerly business extension manager of the Illinois Merchants Trust Company, Chicago, has been elected vice-president of Call's Bankers Service Corporation, Savannah, Ga., financial advertising counsel. He will be manager of the Chicago division with headquarters in that city.

## E. L. Michaelson with Goulston Agency

E. L. Michaelson has joined The Goulston Company, Inc., Boston advertising agency, as sales manager. He was formerly advertising manager of the B. F. Sturtevant Company, Hyde Park, Mass., and more recently was with Brenninger & Wolcott, Inc., Boston advertising agency.

## "Petroleum Register" Bought by United Business Publishers

*Petroleum Register* has been purchased by United Business Publishers, Inc., New York, which is affiliated with the United Publishers Corporation. It will continue under the same management and the same personnel.

**Just how much money** are you wasting in advertising and selling to people who have nothing to do with the consideration or purchase of your goods?

An Eastman market survey will tell you whom you have to sell, and therefore how you can reduce that waste, and have more money to spend in productive channels.

**R. O. EASTMAN**  
Incorporated

7016 Euclid Avenue, Cleveland  
113 West 42nd Street, New York

## NATIONAL ADVERTISERS! What Have You to Sell to 4,000,000 Organized Women?

One ad in the 48 official State Magazines published monthly by 3,000,000

Federated Club Women, 1,000,000

League Women mean you buy

MASS circulation and

CLASS circulation at

the same time.



A percentage of every dollar you spend for national advertising should go into this field. Select only publications in the territory where you want to increase sales.

Send for Booklet and Rates

**Club Service Publishing Co.**  
131 East 23rd St., New York

Sell the Clubwoman and  
You've Sold the Town

## TWO WOMEN'S POSITIONS

**1 approximately \$5,000**

**1 approximately \$3,500**

Both women must understand the high fashion . . . dress with chic . . . speak in public . . . have department store experience (but the job is not with a store) . . . be willing to travel four months out of the year. All points absolutely essential.

The two will work as a team. The work can be expanded almost indefinitely, according to their ability to handle it with broad intelligence. Apply by letter to:

"D," Box 59  
Printers' Ink  
185 Madison Avenue, N. Y.

## CAN YOU?

- (1) Write direct mail copy
- (2) Plan window displays\*
- (3) Handle all production details

A national public utility with home office in New York wants a man who combines 40% of (1) . . . 30% of (2) . . . 30% of (3), which includes knowledge of paper and offset work. Positive proof (non-returnable) must accompany letter detailing experience and length of service in each line of work. The more details, the better. Believe this man is now with small agency or manufacturer, where he is tying many loose ends together. State age, salary, when available, and (if convenient) send photograph, which will be returned.

\*Minute details desired.

Address  
"L," Box 203, Printers' Ink

### Dry Goods Wholesalers Approve Plan to Advertise

The proposed co-operative campaign of wholesale dry goods distributors, to advertise their importance in modern merchandising to retailers and manufacturers, was approved by the Southern Wholesale Dry Goods Association which met last week at Virginia Beach, Va. The report of the advertising committee of the association, of which Oscar L. Stanard, of the O. L. Stanard Dry Goods Company, Huntington, W. Va., is chairman, proposes that each of the more than 1,000 wholesalers in the country contribute \$100 a year to a fund which would be spent in business-paper advertising.

The committee gave the following reasons why the retailer should buy mainly from jobbers: Because they can give service when needed; their facilities assure turnover; the best lines of the country can be seen at one time under one roof; insurance, storage and freight are saved and bills more easily discounted. These reasons would be stressed in the campaign.

### Lambert Tire & Rubber Company Appoints H. L. Stuart

Following a reorganization of the Lambert Tire & Rubber Company, Akron, Ohio, manufacturers of Tru-blur-pruf cushion tires, plans have been formulated to increase production and distribution. The H. L. Stuart Company, Cleveland advertising agency, has been appointed to direct its advertising account.

The following have been elected officers of the Lambert Tire & Rubber Company: President, George Sieberling; vice-president, J. W. Coyle, and secretary and treasurer, J. P. Sieberling.

### Michael Schwarz Heads Miller Company

Michael Schwarz, vice-president and general manager of the Miller Company, Meriden, Conn., lighting fixtures and electric lights, was recently made president. He has been with the Miller Company for fifteen years. He succeeds Rex Cole, who has been appointed general distributor in the New York metropolitan district for the electric refrigeration department of the General Electric Company.

### C. H. Davis Joins Cleveland Agency

C. H. Davis, formerly with Walker & Company, outdoor advertising, Detroit, has joined the Harry L. Packer Company, outdoor advertising, Cleveland, as sales promotion manager.

Flora Lamson Smith has joined the art staff of the Daken Advertising Agency, Seattle, Wash., with which she was formerly associated.

**NORMAL INSTRUCTOR  
AND PRIMARY PLANS**

**More**

# Sales Opportunities per Reader—

grasp them before the rate increase

**T**HE 180,000 teacher-subscribers of *Normal Instructor-Primary Plans* buy not only for their personal needs but also recommend and O. K. many school purchases. In addition, they exert an influence on parents' purchases for children that is too powerful for national advertisers to overlook—and of enough potential sales value to cultivate assiduously.

**The Teacher's Needs.** Teachers' salaries average about \$140 a month. They have more free dollars than the average young woman and habitually buy nearly everything from pins to summer cruises through the advertising in *Normal Instructor-Primary Plans*.

**School Purchases.** For advertisers of educational supplies and equipment *Normal Instructor-Primary Plans* is indispensable. It is subscribed for by one out of every four elementary school teachers in the U. S. and by practically every city and county superintendent—the people whose approval is indispensable.

**Pupils and Parents.** *Normal Instructor-Primary Plans* subscribers are in daily contact with over five million children and their parents—principally in small towns. Here the pupil-family-community health-education program of the schools presents a sales opportunity for many national advertisers. There are certain commercial products which naturally belong to this health movement, which are capable of advancing with it, stride for stride. An advertiser of such a product has a valid claim to participation in the work of the school. He can co-operate in ways which make more effective the school health program and which at the same time introduce his product and effect immediate sales for it in the entire community.

### Rates Going Up—Order Now

On August 20, 1927 the advertising rates of *Normal Instructor* will increase to \$720 per page of 684 lines and \$1.20 per line for less than quarter page. Orders may be placed now at the present low rates of \$600 per page and \$1.00 per line for space to be used in issues up to and including September, 1928.

Net Paid Circulation, as shown by A. B. C. Audit of December 1926 issue (last reported upon) 181,636.

Average Distribution (A. B. C.) for twelve months ending December, 1926, 192,562.

**F. A. OWEN PUBLISHING COMPANY, Dansville, N. Y.**

CHICAGO: 1918 So. Wabash Ave., C. E. Gardner, Advertising Manager

NEW YORK: 110 West 34th Street, George V. Ramage, Eastern Representative

# PRINTERS' INK

*Registered U. S. Patent Office*

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.  
Publishers.

OFFICE: 183 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR.

Chicago Office: Illinois Merchants Bank Building, GOVE COMPTON, Manager.

Atlanta Office: 704 Walton Building, GHO. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building, A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street, M. C. MOGENSEN, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

JOHN IRVING ROMER, Editor

ROBERT W. PALMER, Managing Editor

ROY DICKINSON, Associate Editor

ALBERT E. HAASE, Associate Editor

BERNARD A. GRIMES, News Editor

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D. M. Hubbard

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Washington: James True

London: Thomas Russell

NEW YORK, JUNE 23, 1927

### Separating Agency from Sheep from Goats

A recent article in PRINTERS' INK on the efforts of British advertising agents are making to give their calling a better standing in the business and the public eye—in fact, if possible, to put it on a professional basis—has drawn considerable comment from American advertising agents and advertisers.

One agent, a man with an enviable record, comments on the British plan to this effect: So far as large advertisers in America are concerned the man who makes a profession of advertising is all right. Such advertisers have been compelled to study the people in the business and to create their own standard of judgment. They can easily distinguish between capability and the amateur. But

the host of businesses which intermittently spend money for advertising cannot. Because of the profound ignorance of such businesses regarding genuine advertising ability, advertising, the advertiser, advertising mediums and agencies suffer. I do not doubt that much of this harm could be corrected if it were not so easy for the unqualified to set themselves up as advertising men or women. People with practically no knowledge or understanding of advertising, and of the most limited experience, need simply call themselves "advertising men," and be accepted as such by a relatively large number of business men. *The crafts of the plumber, carpenter, and plasterer, surround themselves with greater restrictions in the interests of the buyer than does advertising.*

This agent, after giving this outline of the situation offered an opinion: "I believe," he said, "ultimately something of the order of this new British move will come into American advertising practice. If the plumber can insist upon his journeyman apprenticeship, and if basic requirements are insisted upon in all professions, there is no reason why some similar regulations should not be created in advertising."

Another agent, one who seldom speaks for publication, says: "I am interested in this British plan not only because it holds possibility for making it easy for the general run of businesses to choose between agents who are qualified to render service and those who are not, but also because it might help to rid the business of obnoxious braggarts. The curse of the agency business has been the braggart who offended good taste by telling how 'I did the job.' He never gives any agency organization or any other organization, including the advertiser, credit for any sort of assistance in describing how he 'put over' (as he calls it) some big success. He is always the great 'I am.'

"So far as I am concerned I am heart and soul for anything that will make for more modesty and due humility. Through our agency

association, we have made some progress on this subject. The swashbuckling advertising agent who knows it all; and who can show anybody and everybody how to make billions out of advertising isn't around in such numbers today. He is well on his way to become a stock property in the comedy of the stage. I don't doubt that the British agent has had much the same problem because of the presence of the same type of person who thought that he was profitably advertising himself by bragging of his great ability. In time, I think, for this reason and for other reasons that your article outlines, we will come to the British plan or to some modification of it."

Others could be quoted on this subject. These two statements, coming from different parts of the country, are sufficient, however, we believe, to show that American agents are as keenly interested as British agents, in separating the incompetent, boasting and confidence destroying element of the business, from the capable and accomplished agents who know how to work and who do work.

**Size Is Not Evidence of Wickedness** The Supreme Court of the United States, in its recent vindication of the International Harvester Company on charges of throttling competition, makes an observation that ought to increase the courage and confidence of large business organizations during these days when so many elements in the merchandising system are apparently being remade.

"The law," the Court declares, "does not make the mere size of a corporation, however impressive, or the existence of unexerted power on its part, an offense, when unaccompanied by unlawful conduct in the exercise of its power."

In other words, contradicting the view of many who confuse size with wickedness, a corporation can not be penalized just because it is strong enough to do illegal things if it wants to. According to our understanding of the case, the Government proceeded against

the International Harvester Company because it reduced its prices on farm machinery during that extremely critical comeback period immediately following the war. This, it was declared, was done to crush out smaller competing companies. It is true that the Harvester company reduced its selling prices. So did every other manufacturer. This was probably the only thing to do, following the era of inflation when everything was on an artificial basis, including the demands for merchandise, cost of making it and the selling price.

But the Harvester company was fortunate enough to possess such size and financial resources that it could make the readjustment more easily than some others. It had not been swept away by post-war enthusiasm into expanding unduly. In a measure, at least, it remained itself during all the ups and downs of that unforgettable time—especially during the "downs." It was big enough to get prices down to where they should be without any vital injury to itself.

Necessarily, when the Harvester company reduced prices, rival manufacturers had to follow. The Court holds, however, that such necessity did not in any way indicate any suppression of competition or sinister domination.

It is improbable that any high court would have made such a decision twenty years ago, even though the economic principles involved were as sound then as now. Most likely the judges, being human, would have interpreted the question largely in the light of the then general attitude toward "trusts" as oppressors. But the country's view of big business has changed since then. Likewise big business itself has changed for the better. Size, under modern conditions, is getting to be considerably more of a credit than otherwise. Size indicates ability to eliminate waste and to sell merchandise to the consumer at a correspondingly lower price.

One reason for the changed attitude of corporations is that success is beginning to be merchandised to the people through

advertising. This work has a long way to go yet. But it will be accomplished. Good advertising not only will reduce prices through the increase of volume of sales but will displace consumer hostility with consumer acceptance and friendliness.

### **Blue Sky Promoters Turning to the Air**

It was to be expected that the blue sky promoters who are continually on the alert to capitalize current events would try to cash in on Lindbergh's exploit.

In spite of all the efforts of Better Business Bureaus, the amount taken each year by crooked or well-intentioned promoters from regular channels of trade, still represents a sum sufficient to cause real concern. If this amount of almost \$1,000,000,000 were saved for legitimate industry it would enable many a factory not now busy to run day and night to fill orders for merchandise. But the promoters are always alert to seize an opportunity. A few days ago the William J. Burns International Detective Agency announced that Colonel Charles A. Lindbergh has authorized it to deny that he had any connection with a corporation organized in Cleveland in which the name "Lindberg" appears—without the final "h."

The corporation is entitled to the name Lindberg because one of its incorporators bears it. The manager of the Wilmington Chamber of Commerce reported in his city the presence of a stock salesman for this concern who had plans to sell a large quantity of stock. W. Sherman Burns, vice-president of the agency, said: "The charter issued to the corporation states that it was formed 'for profit' and that 500 shares of common stock of no par value were issued. The purpose, as set forth in the charter, is to manufacture and sell aircraft and other devices pertaining to aircraft and to give instructions in the operation of same."

The usual prospectus has been issued and the incorporators probably have high hopes which they ask the public to share.

As PRINTERS' INK has previously pointed out, well intentioned promoters without manufacturing or technical experience lose as much money for the public as do the crooks. A large new flock of aircraft company promoters—crooks as well as those who are honest but visionary—are to be expected, now that the public interest is being kept at a white heat by repeated feats of prowess on the part of intrepid aviators.

The co-operation of advertising clubs with Better Business Bureaus and Chambers of Commerce was never more necessary than at present, for high wages and prosperity have made the promoters anxious to get their share, and many wild but plausible schemes are being prepared.

"Before you invest investigate" is a good slogan to push right now, when the public is given, in addition, a central clearing house in each city where new schemes are investigated and information kept on file.

### **Liggett Sales for May Increase**

The 446 Liggett drug stores, operated by the Louis K. Liggett Company, a subsidiary of the United Drug Company, Boston, Rexall specialties, reports sales for May, 1927, of \$4,764,480, an increase of 9 per cent over May, 1926. The sales for the first five months of 1927 were \$23,846,885, against \$20,593,758 for the corresponding period of 1926, an increase of 15.8 per cent.

### **Airplanes Advertised for Sale on Instalment Plan**

It is now possible to purchase airplanes, in England, on the instalment plan, according to a report of the Automotive Division of the Department of Commerce.

The report explains that the firm of William Whitley, Ltd., London, is advertising for sale, on the instalment plan, De Haviland "Moths," light 60-horsepower sport planes.

### **Halifax Papers Appoint W. J. Crowley**

The Halifax, N. S., *Chronicle* and *Star* have appointed William J. Crowley, publishers' representative, Montreal, as their advertising representative.

## At the Hot Spot of Your Sales

Magazines that make up the ALL-FICTION FIELD sell where your products sell—at the outlets *where most buyers buy most.*

In drug-stores and other retail centers, a great cross-section of America is buying its favorite magazines every day in the year.

To put your selling story in the ALL-FICTION FIELD is to put it squarely in the line of least sales resistance.

\$3,100 a page

# All-Fiction Field

*Magazines of Clean Fiction*

NEW YORK CHICAGO BOSTON SAN FRANCISCO

# Advertising Club News

## Milwaukee Club Re-Elects I. C. Buntman

Irving C. Buntman, of the Milwaukee *Herold*, has been re-elected president of the Milwaukee Advertising Club for the ensuing year. W. R. Patterson, of the Pabst Corporation, was elected executive vice-president; Eric Meyer, of the Meyer News Service, secretary, and Royce Wright, First Wisconsin National Bank, treasurer.

Departmental vice-presidents are: Van B. Hooper, Master Lock Company, in charge of promotion; Harold Sigwalt, Milwaukee Corrugating Company, in charge of education; George Pendergast, Pendergast Company, in charge of departmentals, and William Borgman, Barron G. Collier, Inc., in charge of civic affairs.

Members of the board of governors are: A. M. Candee, National Enameling and Stamping Company; James Fisk, The Three Schuster Stores; E. W. Lyman, Quality Biscuit Company; Harry Walsh, Gimbel Brothers, and Charles C. Younggreen, of Klu-Van Pietersom-Dunlap-Younggreen, Inc., advertising agency.

## A. C. Inman Heads Fitchburg, Mass., Club

Allan C. Inman, advertising manager of the Fitchburg, Mass., *Sentinel*, has been elected president of the Fitchburg Advertising Club. J. J. Coffey was elected vice-president; Milton H. Abell, secretary, and Benjamin L. Drolet, treasurer.

The directors are: Roland A. Bacon, Julius H. Gorham, Basil T. Mulholand, Roy D. Baldwin and H. H. Holbrook.

## London, Ont., Club Elects Officers

The Advertising and Sales Club of London, Ont., has elected T. H. Yull, of the Federal Advertising Agency, Ltd., as president. Lorne G. Spry, advertising manager of the Huron and Erie Mortgage Corporation, was elected vice-president, and George Yull, production manager of the Federal Advertising Agency, Ltd., treasurer. Harold W. Donahue, assistant sales manager of Lawson & Jones, Limited, is secretary.

## Record Attendance at Detroit Club Tournament

One hundred and thirteen golfers attended the first Aerclub Golf Tournament at the Brooklands Golf and Country Club, Detroit. J. O. Pingree won the low net prize for 27 holes. H. N. MacArthur had the low gross score with 139. C. E. Rickert won the low net for 18 holes with a 64.

## J. M. Dawson Elected Dallas League Head

Joe M. Dawson, vice-president and general manager of the Southwestern Advertising Company, was elected president of the Dallas Advertising League at its recent annual meeting. He succeeds Alfonso Johnson, who served two years in the presidency.

The other officers elected were: Stanley Zercher and Roy Cowan, vice-presidents; Louis I. Yeidel, secretary-treasurer; James Edwards, editor "O. K.'d Copy," Stanley Marcus, director at large; Frank Everts, Beeman Fisher, and J. F. Kempton, Jr., directors for two years each.

The retiring president becomes a director for one year, with the following directors holding over: John Runyan, Hugh N. Leiper, Lorry Jacobs and Grady Gaston.

## Advertising Council Re-elects Homer J. Buckley

Homer J. Buckley, president of Buckley, Dement & Company, was re-elected last week for his fourth term as president of the Advertising Council of the Chicago Association of Commerce. G. R. Schaffer, advertising manager of Marshall Field & Company and Mason Warner, president of the Mason Warner Company, were elected vice-presidents. Paul Van Auken remains as secretary.

The Chicago club is looking forward to a particularly important year in its history. One hundred and twenty-five members will go by special train to the International Advertising Association convention at Denver. This fall the Council will be host to the International Direct Mail Advertising Association convention.

## Baltimore Club Honors Past Presidents

Certificates of life membership in the Advertising Club of Baltimore, were presented last week to twelve past presidents of the club. Those honored were McKee Barclay, who was the club's first president; Francis Lawton, Jr., J. E. M. Raley, Edward J. Shay, W. W. Cloud, Harry S. Sanders, J. E. Raine, W. Dwight Burroughs, Frank J. O'Brien, P. Ross Bundick, E. Lyell Gunts and E. Lester Muller.



JOE M. DAWSON

## Mary D. Anderson Heads Chicago Club

Mary D. Anderson, editor and publisher of "Drake-A-Day" for the Drake and Blackstone hotels, Chicago, has been elected president of the Women's Advertising Club of Chicago for the coming year. Other officers are: Lois H. V. Donaldson, Laidlaw Brothers, first vice-president; Cora C. Smith, Strom Bearings Company, second vice-president; Mrs. Mary Hutchings Derbyshire, J. M. Bundscho, Inc., recording secretary; Dorothy M. Ferrill, Tallman Robbins & Company, corresponding secretary; and Ruth Proctor, Northern Trust Company, treasurer.

\* \* \*

## Glenn Stewart Heads Kalamazoo Club

Glenn Stewart, advertising manager of the Kalamazoo Tank and Silo Company, has been elected president of the Advertising Club of Kalamazoo, Mich. W. C. Oldfield, of Oakley & Oldfield, was elected vice-president; Samuel Royle, Ihling Bros. & Everard Company, and A. B. Teal, Edwards & Chamberlin Hardware Company, were made secretary and treasurer, respectively.

The directors elected are: M. Dale Oden, George Locke, F. Appeldoorn, Paul Staake and Charles Greenway, Jr.

\* \* \*

## San Francisco Club Appoints F. R. Kerman

Fred R. Kerman, vice-president of the Bank of Italy, San Francisco, has been appointed by the board of directors of the San Francisco Advertising Club to fill the unexpired term of one year caused by the election of Walter A. Folger as vice-president.

\* \* \*

## Muncie Club Is Guest of Lafayette Club

The Advertising Club of Lafayette, Ind., had, as guests, members of the Advertising Club of Muncie, Ind., to hear W. Frank McClure, chairman of the Advertising Commission. Mr. McClure spoke on "The Advertising Man's Laboratory."

\* \* \*

## Denver Convention to Have Golf Tournament

One of the largest golf tournaments of advertising men will be held at the Denver convention of the International Advertising Association. H. E. Britzman is chairman of the committee in charge of the contest.

\* \* \*

## Appointed by Pittsburgh Club

Miss Mary Hulsman has been elected editor of "Wac Tivities," the publication of the Women's Advertising Club of Pittsburgh.

## New York Export Managers Club Elects

E. B. Filsinger, of Lawrence & Company, was elected president of the Export Managers Club of New York, Inc., at its annual meeting on June 14.

R. L. Bracken, of the Miller Falls Company, was elected first vice-president, and A. M. Hamilton, of the American Locomotive Sales Company, was made second vice-president.

C. E. Thomas, of the United States Steel Products Company, and Oren O. Gallup, of the Ohlen-Bishop Company, were elected, respectively, treasurer and secretary.



E. B. FILSINGER

The board of directors now includes the following: M. C. Simons, Scranton Lace Company; J. S. Wolf, Standard Varnish Works; A. de Castro, Parke Davis Company; Van Ness Philip, Radio Corporation of America, and C. A. Richards, C. A. Richards, Inc.

\* \* \*

## Sponsor of Kelly-Capper Bill Voices Plea for Support

A plea for support in his effort to assist manufacturers to maintain fixed retail prices for recognized brands was voiced by Congressman Clyde Kelly, chairman of the Postal Committee and a co-sponsor of the Capper-Kelly price-fixing bill, in an address before the Pittsburgh Advertising Club recently. Speaking on the topic, "Postal Rates and the Price-Fixing Bill," Mr. Kelly also urged advertisers to assist in revising the bookkeeping system of the Post Office Department in order that franking and other special privilege costs would be charged to the general treasury of the United States.

\* \* \*

## J. D. Smith Heads San Diego Club

The Advertising Club of San Diego, Calif., has elected J. D. Smith to the presidency. Roy Hegg was elected vice-president. The following were chosen directors: Elmer Claypoole, Gilman Gist, B. Little, James Logan, Ray Neptune, O. E. Nobles, J. Stickney and Milo Vanek.

\* \* \*

## W. J. Farrell Elected President of Wilmington Club

W. J. Farrell, manager of Hessler, Inc., has been elected president of the Advertising Club of Wilmington, Del.

# The Little Schoolmaster's Classroom

RECENTLY, one of PRINTERS' INK's subscribers asked how he could get permission to reprint Kipling's poem commencing: "I keep six honest serving men." In order to get authoritative information on this point A. P. Watt & Son, London, England, literary agents for Mr. Kipling, were queried.

The reply contains information that the Schoolmaster is going to pass on, for the reason that he believes other members of the Class may be reprinting articles and poems of well-known authors without full knowledge of the copyright laws which protect the authors. Here is the letter:

In reply to your letter of the 18 ultimo, I now write to inform you that Mr. Rudyard Kipling is willing to allow you to reprint his poem, commencing "I keep six honest serving men"; once in PRINTERS' INK, subject to your paying a fee of twenty-five dollars (\$25.00) which must be sent to Mr. Kipling's Saving Bank Account at the Bahk of Montreal, Montreal.

Due acknowledgment of Mr. Kipling's permission must be made, and of the source from which the poem is taken, i. e., "The Just So Stories." The poem must be printed exactly as it appears in Mr. Kipling's works without alteration or omission of any kind whatsoever.

It will also be necessary for you to insert in PRINTERS' INK the copyright notice as it appears in Messrs. Doubleday's edition of "The Just So Stories."

A copy of the number of PRINTERS' INK containing the poem should be sent to me for Mr. Kipling's files.

Before reprinting any copyrighted material one should (1) get written permission from the owner of the copyright and (2) fulfil the legal requirements as to the copyright notice. In certain cases, also, as is indicated in this letter from Mr. Kipling's literary agents, the payment of a fee is required.

\* \* \*

A member of the Class writes the Schoolmaster to say: "I have seen several articles that point out the changes which may be expected in the products of the billfold industry as a result of the new size of

American paper money, but I have seen nothing that tells envelope and letterhead people about the possibility of changes in the sizes of their products.

"The size of our paper money," says this member of the Class, "determined the size of our envelopes and our standard writing paper. If you doubt this, I ask if you can show any good reason why we adopted the present sizes other than that they permit the sending of paper money in a flat condition through the mail. Furthermore, if you will look at the letterheads and envelopes of European business houses you will observe that they are of a smaller size because the paper money of those countries is smaller than ours."

The Schoolmaster knows no argument with which to answer these statements. It may well be that a change in the size of our paper money will change the size of our envelopes and letterheads. The Schoolmaster would not say that such a change is certain. It is, however, a subject to which makers of envelopes and letterheads who are members of the Class should give attention.

\* \* \*

It has always seemed to the Schoolmaster that copy writers might profit more than they do from the methods of the editorial make-up man. A friend of the Schoolmaster, the advertising manager of a farm publication, chatting recently on the subject of reader response and its importance as a guide to editorial interest, recited an interesting incident. His publication had run an article in its January, 1927, issue, he said, which up to the middle of June had brought in 37,000 letters from readers. Thinking there might be something of value in the circumstance for writers of advertising copy, the Schoolmaster sent for the article and examined both magazine and article attentively.

Other similar letters from:  
 American Face Brick Assn.  
 Armstrong Cork Co.  
 Bruce Lumber Co.  
 California White & Sugar Pine Assn.  
 Celotex Company  
 Chamberlin Metal Weatherstrip Co.  
 Crane Company  
 Detroit Steel Products Co.  
 Holland Furnace Co.  
 John-Macville Corp.  
 Kerner Incinerator Co.  
 Kohler Company  
 Long-Bell Lumber Co.  
 Majestic Company  
 North Western Exptd. Metal Co.  
 Pine Lumber Company  
 Richards-Wilcox Co.  
 Riddle Co., The  
 Tucson Steel Company  
 Vendo Slate Company  
 Washburn-Endicott Co.  
 Wheeler, Osgood Co.

## In the words of—

M. E. Thomas, Chairman of  
 Advertising Committee, Maple  
 Flooring Manufacturers' Association:

*"The real estate operator  
 is a big factor in building  
 today. He is progressive,  
 pioneers new subdivisions,  
 builds houses and  
 sells them on easy terms.  
 Northern Maple, Beech  
 and Birch offer operators  
 the flooring for their  
 homes."*

Associations like this adver-  
 tise to Realtors—America's  
 Homebuilders thru the

### NATIONAL A.B.C. REAL ESTATE A.R.P. JOURNAL

Parker-Bede-Langtry Corporation  
 139 N. Clark St. Chicago

*A gift to France—this model American home. Its floors are  
 of Maple, Birch and Birch.*

## *A model American home for France—floored with Maple, Beech and Birch*

Across the seas to France! This ten room  
 model American house, with complete  
 furnishings, has made the journey—a  
 gift of good will from America.

FOR the floors of this interesting Colonial  
 style structure, three popular woods were  
 chosen—as representing the warmest in American  
 flooring materials—Maple, Beech and Birch.

White Clear Maple Flooring—for one bedroom  
 and the nursery. Red Clear Birch Flooring—  
 for the dining room, the study and one bed-  
 room. Red Clear Birch Flooring—for the living  
 room, halls and one bedroom.

Maple, Beech and Birch offer the satisfactory  
 answer to every flooring need. Maple in its  
 natural color gives the airy golden color of  
 captive sunlight. Birch and Birch, of warmer hue,  
 lend themselves readily to color stains and are  
 strikingly attractive when waxed or varnished.

All three woods are remarkable in qualities of  
 wear. They will not siver, splinter or develop

ridges. Their permanent smoothness makes  
 them the easiest of floors to keep clean.

For lasting beauty and comfort, for warmest satis-  
 faction in flooring—use Maple, Beech or Birch.

*Let our Service and Research Department  
 assist you with your flooring problems. Write  
 for any of the following bulletins you wish:*

- Color Harmony in Floors
- The Floors for Your Home
- How to Lay and Finish Maple, Beech and Birch Floors
- Three Native Hardwoods of Sterling Worth

MAPLE FLOORING MANUFACTURERS ASSOCIATION  
 1906 Stock Exchange Building, Chicago

### *Guaranteed Flooring*

The letters **MFMA** on Maple,  
 Birch or Birch Flooring signify  
 quality and a guarantee that  
 it has been manufactured  
 and guaranteed by the Maple  
 Flooring Manufacturers' Association,  
 whose members must  
 satisfy and attest the  
 standards of craftsmanship and ad-

bility in manufacturing and produc-  
 ing reliable, economically valuable  
 flooring made of some of the  
 most remarkable woods. This trade  
 association invites your representations. Look  
 up the **MFMA** in the **DIRECTORY**.

**MFMA**

# Floor with Maple Beech or Birch

**To**

## A coming salesman under thirty

If you have done well in your present job selling Trade Paper space, but feel ready to move for bigger opportunities, we should like to hear from you. The development of our two publications, GOOD HARDWARE and THE PROGRESSIVE GROCER has been unusually rapid and we are now ready to give another man the opportunity to grow with us.

Answer by letter only. Tell us all about yourself, what you have done and why you think you can do better with us. Letters will be treated confidentially.

TRADE DIVISION

THE BUTTERICK PUBLISHING COMPANY  
79 Madison Avenue, New York City

Publishers of  
**GOOD HARDWARE**  
**THE PROGRESSIVE GROCER**

## Agency Production Manager

Has successful record of installing and operating efficient production systems. Experience and ability covers art, copy, engraving, typography, printing, and the preparation of proper material for magazines and newspapers. Able to co-operate intelligently with heads of departments and executives. Resourceful producer in emergencies. Known in New York for standards of quality and knowledge of values. Age 36.

Address "Q,"  
Box 208, Printers' Ink.

The issue bore an illustration in color on its front cover. None of the editorial contents of the issue was featured on the cover. The article which had drawn the 37,000 letters from readers occupied the first or leading position in the editorial section, immediately following a page of editorials. There was nothing startling or sensational about the article, either on the score of subject matter or typographical display. There was one full page in the front of the magazine and a run-over of about a half page at the back.

Starting to read the article, the Schoolmaster noticed a type-box set in the center of the page, and here, in about 175 words, was a summary of the article. There was nothing startlingly new in this. In fact, the box-summary has often been abused, over-playing the importance of the article or story and disappointing the reader. In this instance, however, the summary was skilfully and accurately written—really written to save the reader's time, giving him the gist of what the article contained and suggesting that if he wanted information in addition to that contained in the article, it might be obtained by sending a stamped addressed envelope to a name and address, which was given.

The Schoolmaster sees no reason why this idea could not be adapted to the "long copy" advertisement. Not only would it help the reader to determine quickly whether he was interested in reading the "long" story, but it would, if skilfully done, be like placing a "short copy" advertisement within the "long" one, thus catching the reader who could never be prevailed upon to read a long advertisement. Like the box-summary of the article in the farm publication here referred to, it should be a complete and self-contained "story," enabling the reader to act without being obliged to read the long "story" if he is not so inclined.

\* \* \*

The Stanley Works recently sent a letter to a number of pros-



ERWIN, WASEY & COMPANY  
*Advertising*

NEW YORK

June 23, 1927

In behalf of our Client

THE FORHAN COMPANY

we take this means to express our  
hearty appreciation to

THE JEWISH MARKET

and to Joseph Jacobs, Managing Director of the Jewish Market, for the whole-hearted and splendidly effective cooperation rendered by them and by their publications, 'The Jewish Morning Journal' and 'The Jewish Day,' by which our Client's products

Forhan's for the Gums  
and

Forhan's Antiseptic Refreshant

have been placed foremost in demand among the close to 1,750,000 buying-readers in the Jewish field of New York.

Erwin, Wasey and Company

June 23, 1927

June

# Copy Writer Wanted

*by established  
New York Agency*

The character and stability of this agency, its personnel and its accounts will appeal to the right man as forcibly as the five-figure salary the job will command. No interview in advance of complete statement by letter.

Address "E"  
Box 200, Printers' Ink

## AGGRESSIVE PRODUCTION MANAGER

desires a new connection with an opportunity for growth; six and a half years' experience in two 4A Agencies handling national accounts; knowledge of art; natural penchant for combining sound sales sense with typographical niceties

PRINTERS' INK, BOX N-204

psects who had replied to the company's offer to furnish plans for the home carpenter. In this letter the company asked several questions designed to discover whether or not the prospects had actually made use of the plans.

The letter uncovered an individual who, although he may not have been the founder of the Skeptic's Club, at least must have been a charter member. The Schoolmaster feels that his reply will be appreciated by those members of the Class who are interested in the unusual letters that drift into an advertiser's office.

The skeptic's reply read somewhat as follows:

Gentlemen:

Your letter received. I don't want to answer your questions. But I do want you to know you can't fool me. I know what you fellows are driving at. You're trying to sell me some Stanley tools.

Sincerely yours,

Here at last, the Schoolmaster feels, is the ideal consumer. He, at least, has learned what advertisers are trying to do.

### Von Weller-Lyon Appoints H. M. Ballard

H. M. Ballard has been appointed director of the copy department of The Von Weller-Lyon Company, Chicago, producer of direct mail advertising.

Thomas J. Farley, formerly advertising manager of the Purity Ice Cream Company, Richmond, has joined the sales department of Morton G. Thalheimer, Inc., Richmond, real estate.

### ..... or any one of these things

Here's a man who can edit your house organ, handle your advertising and publicity, assist in sales promotion and direct mail and actually sell in the field.

A progressive firm, young, facing stiff new competition that recognizes a need for these productive aids if the swift current of business is to be maintained . . . a firm that is able still to appraise the worth of loyal effort, intelligently applied, will find this versatile man an accountable quantity.

Age 27. Married. Graduate of Mid-Western university. Well acquainted in Chicago, St. Louis and the South. Now employed as secretary of real estate board and editor of monthly publication. Address "T," Box 206, Printers' Ink.

**CECIL, BARRETO & CECIL**

*will change its firm name*

*on JULY FIRST to*

**CECIL, WARWICK & CECIL**

*with offices at*

247 PARK AVE., NEW YORK, N. Y.

BANK STREET, RICHMOND, VA.

FAYETTE STREET, BALTIMORE, MD.



**H. PAUL WARWICK**

for the past fifteen years associated with  
the American Lithographic Company  
has resigned as sales manager and di-  
rector of that company to become an  
active partner in the above business.

**The Real Distributor  
of Building Material**  
is the lumber dealer. He's a merchandiser—the man who offers building plan service, gets *first contact* with builders and controls the choice of materials.

**American Lumberman**  
CHICAGO  
Est. 1873 A. B. C.

### Advertising Agency Wanted

Will buy outright or purchase interest in recognized advertising agency located in Philadelphia. Correspondence strictly confidential.

Address "G," Box 201  
Printers' Ink

If—

any independent advertising concern can put us in touch with an occasional printing job or an account, we will be glad to pay a regular commission. High-grade direct hy-mail booklet and catalogue work only, wanted. Our plant with complete facilities and service department is conveniently located near Penn Station. Address "J.," Box 30, Printers' Ink.

### If you use Direct-Mail—

You'll find *POSTAGE*—devoted to Advertising and Selling by Letters, Folders, Booklets, etc.—a good investment. Clip the heading of this ad, pin it to your letter-head and receive *POSTAGE* for 6 months. Bill for \$1 will follow. Every issue contains Direct-Mail Ideas you can use.

**POSTAGE MAGAZINE**  
18 East 18th St., New York, N. Y.

### Plans Advertising Campaign on Disc Whistles

Allan Cunningham, Seattle, has appointed Claude Arnold, advertising agency of that city, to direct an advertising campaign on a new type of disc whistle for boats and trains. Full pages and half pages in marine journals and direct mail will be used.

### F. D. Barter Joins Louisville "Herald-Post"

Franklin D. Barter, recently with the advertising department of the Cleveland *Plain Dealer*, has been made advertising manager of the Louisville, Ky., *Herald-Post*. He was formerly advertising manager of the Milwaukee *Sentinel*.

### F. E. Chizzini Joins R. E. Ramsay Organization

Frank E. Chizzini has joined the research and production departments of the Robert E. Ramsay Organization, Inc., New York, sales promotion counselor. He had been recently with the Public Service Cup Company, New York, Lily cups.

### Knitted Goods Account for Carroll Dean Murphy

The Reliable Knitting Works, Milwaukee, manufacturer of knitted headwear and scarfs, has appointed Carroll Dean Murphy, Inc., Chicago advertising agency, to direct its advertising account. Newspapers, trade papers and direct mail will be used.

## Big Salesman

If you can sell creative direct advertising in a big way to big concerns—there's a big job here—with big people.

**Localized Advertising Corporation**  
—now located in their new plant at  
613 Abbott St., Detroit, Mich.

**"GIBBONS knows CANADA"**

TORONTO

J. J. Gibbons Limited, Advertising Agents

MONTREAL

WINNIPEG

## *An Advertising Writer With Sound Experience and Proven Ability*

A WELL ESTABLISHED agency with ample capital, now handling a very few accounts but with a billing of over one and a half million, will make a very attractive proposition to an advertising writer who can convince us that he has the following qualifications:

He must be a thoroughly qualified advertising writer, experienced in writing for large accounts, and really have the ability to write.

He must have better than the average personal appearance, and be clean cut and high grade in every particular. He must be well educated, and under 40 years of age. He must be a convincing talker and able to meet business executives, and ambitious to develop business of his own.

To the right man, a proposition will be made that will practically be equivalent to a partnership, with a good salary and an opportunity to earn money according to results achieved.

You can write in full confidence. Your letter will be read only by the President of this agency. But please be specific in your letter, stating the accounts for which you are writing and have written, and full details regarding yourself—all of which will be held entirely confidential.

*Address "H," Box 202, Printers' Ink.*

June 23, 1927

## Classified Advertisements

Rate, 75c a line for each insertion. Minimum order, \$3.75  
First Forms Close Friday Noon; Final Closing Saturday

### BUSINESS OPPORTUNITIES

#### PRINTERS and BOOKBINDERS

Two Revolution Presses, Drum Cylinder Presses, Power Paper Cutters, Lever Paper Cutters, Colts and Universal Presses, Chandler & Price Presses, Golding Jobbers, New Style Gordon Presses, C & P Presses with Miller Feeder, Multi-Color Presses, Folders, Punchers, Perforators, Wire Stitchers, Numbering Machines, Standing Presses, Embossers, Shears, Proof Presses.

At greatly reduced prices and upon most liberal terms.

**AMERICAN TYPE FOUNDERS CO.**  
Ninety-six Beekman Street  
New York City

**Publisher's Representative Wanted**  
with headquarters in Chicago for two trade papers with largest circulation in their field. Commission and draw to right man. Box 977, Printers' Ink.

**Advertising Agency** take charge Syrian-American Encyclopedia. Part leads given. Good medium and prospect. Established publication. Well-known editor. Very liberal commission. Box 999, P. I.

#### MAIL ORDER

list of about 50,000 bona fide customers for sale. All recently purchased from us and some buying for years. A live up-to-date list. Box 989, Printers' Ink.

#### MONTHLY PUBLICATION

Well established in popular field; net sales 30,000 copies per month. Owners, not being publishers, are desirous of turning over the property. Easy terms. Box 970, Printers' Ink.

**WANTED:** Publisher's representative, monthly trade paper. Chicago, Cleveland, Birmingham, Atlanta territories open. Commission proposition. Excellent proposition for the right man. Write: Box 987, Printers' Ink, giving experience and references in first letter.

**SERVICES PLUS CAPITAL WANTED**  
A young editor or good advertising man who can invest a few thousand dollars and take an active part in the work may purchase a large interest in a seven-months-old publication, the only one in the field, the possibilities of which have been well demonstrated. Box 992, P. I.

**TO OUT-OF-TOWN CONCERN:** You can secure all the advantages of a New York address, including the services of established, fully furnished and equipped offices, where your interests, enquiries, callers, literature, mail, or samples will be intelligently and properly handled, for a nominal annual charge. Address (By Letter Only) Suite 1004, at 1841 Broadway (Columbus Circle), New York City.

### HELP WANTED

**Young Man** with advertising experience to represent long established standard monthly. Future advancement assured to one capable of producing results. Box 986, Printers' Ink.

#### COPY WRITER WANTED

A young man with writing ability to assist busy advertising manager. Sell yourself, giving complete details, in first letter. Box 971, Printers' Ink.

#### Advertising Representative

on a commission basis, wanted by a New England fraternal publication. Exceptional opportunity. Box 981, P. I.

**Part Time Salesmen Wanted**  
High class and profitable side line for men selling advertising specialties or advertising space. Territories open throughout the United States. Address K. G. Box 988, Printers' Ink.

**Exceptional Opportunity for Hustler** in Eastern large cities to sell wholesale lumber trade ingenious buyers' charts of Pacific Coast Lumber. Sells readily, liberal commission. References exchanged. Industrial Service Co., Sherlock Building, Portland, Oregon.

**Advertising Salesman for East**  
To represent established business paper. Permanent position for a producer. When writing give age, nationality, experience, salary to begin, fraternal affiliations, and where last employed to insure interview. Box 976, Printers' Ink.

#### ART SALESMAN

Excellent opportunity for young man to connect with progressive Art Service, doing work for Manufacturers and Agencies.

Applicant must have some following and a fair knowledge of Commercial Art. Box 978, Printers' Ink.

#### Advertising Artist Wanted

with Window Display Training, by chain of retail Jewelry stores with headquarters in Columbus, Ohio. Good salary to start, wonderful opportunity for right man. Write or call, Julien Elfenbein, One Madison Ave., Caledonia 7170, N. Y. C.

**ACCOUNT EXECUTIVE** — A small, aggressive New York agency composed of young men wants an account executive who is first of all a merchandiser. He should be an all-round advertising man; know something of copy, art and mechanics, but above all he must have the sales viewpoint. Experience in the field with some national advertiser would be helpful. Such a man who is seeking congenial working conditions would be very welcome. Write fully—in confidence. Our own staff knows of this advertisement. Box 984, Printers' Ink.

**DIRECT-MAIL SALESMAN or AGENTS**

Advertising syndicate offers select territories to experienced men. Original house organs and circulars for retail stores. Box 993, Printers' Ink.

**Advertising Man**

Agency experience, personality plus connections, who can secure business for growing Chicago agency. Unlimited opportunity for right man. Give qualifications in detail. Box 300, Printers' Ink.

**TRADE PAPER EDITOR**

Leading publisher of automotive journals requires experienced editorial man capable of handling all details of make-up and other routine as well as writing special articles and news, etc. State full particulars, present connection and salary, in confidence in first letter. Box 994, P. I.

**SECRETARY**

The president of a large organization requires a Secretary who is a college graduate, 25 to 30 years of age, who has executive ability and is a rapid shorthand writer.

Apply Box 980, P. I.

**POSITIONS WANTED**

**Advertising Man**—26, agency experience in layouts, visualizations; knowledge of type and production; now on free lance basis; desires N. Y. C. salary location. Box 979, Printers' Ink.

**Young Man** with five years' advertising experience, embracing copy, production, and contact work; seeking connection with advertiser, agency or publication. College education. Box 995, P. I.

**ARTIST**

with agency and publication experience desires connection either with art department of advertising agency, or as art director's assistant. Box 990, P. I.

**Production Mgr.**

For ten years I have been handling the production, space buying, rate making and general detail of a moderate-sized agency. Am capable of organizing and conducting office details efficiently. Can qualify to your entire satisfaction if you will address me, Box 985, Printers' Ink.

**Young man**, 23, with five years' agency experience, wants position in space or production department of agency or publisher. Highest references. Salary secondary. Box 996, Printers' Ink.

**ARTIST**—27, seeks steady position, 5 years' general art experience; layouts, lettering and design; excellent color work and posters. Advertising agency, litho house or reliable firm. Box 991, P. I.

**NEED AN ARTIST!**

One who is experienced in Studio, Agency and Manufacturing work. Opportunity desired. Will prove my worthiness to you. Box 982, Printers' Ink.

**COPY WRITER AVAILABLE**—Eight years' experience, industrial products; forceful writer; original copy and layout ideas; agency or manufacturer. Address Haggard, 1201 Case Avenue, Chicago.

**COPY WRITER**

10 years copy chief big New York agencies and advertising manager. Box 974, Printers' Ink.

**COPYWRITER**, Layout and Service Man available. Experienced producer of newspaper advertising, catalogues, booklets, folders, letters, labels, cartons, enclosures, etc. A quality man. Box 973, Printers' Ink.

**Advertising Manager or Assistant**—Position wanted by young woman with three years' experience as assistant and copy-writer in large stores of South and East. Thorough knowledge of layout and type. Box 975, Printers' Ink.

**Assistant to Advertising Executive** Young woman with creative and executive ability, primarily artist; experienced; copy writing, layouts, typography, newspaper advertising and production, seeks advancing opportunity. Box 997, Printers' Ink.

**DIFFERENT:** Not a secretary, not a stenographer, not a bookkeeper, but what you need more—an intelligent young woman capable of talking to your clients about their advertising competently—and who can bring the facts back to you. Active agency experience. Box 998, Printers' Ink.

**MANAGER — EXECUTIVE**

Due to liquidation Treasurer of New York Corporation desires new connection. Ten years' experience as plant manager, thoroughly versed in production sales and office management. Services would be valuable where transfer of responsibility is desired. Box 972, Printers' Ink.

**Field Man and Executive Assistant** University graduate will travel all or part of country for sound organization. Able to promote sales, create good-will, or to personify a concern of high character to distant dealers.

Engineering training, strong commercial background in operating, large-scale purchasing, executive and sales work. Broad knowledge of basic commodities and equipment. Christian, 41, of pleasant personality, analytical, capable executive, correspondent and systematizer, a man of untiring energy with a pronounced sales slant. Now in New York. Salary, \$6000. Box 983, Printers' Ink.

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*The JOHN H. DUNHAM Company*  
ADVERTISING

TRIBUNE TOWER • CHICAGO

An advertising agency of some forty people, about half of whom constitute the creative staff . . . [plans, copy and art] . . . An organization large enough to produce the advertising for accounts of magnitude . . . [such as Armour & Company, Soap Division, or Alfred Decker & Cohn] . . . A staff of sufficiently varied character and experience to cope with the tasks arising in widely divergent industries . . . [example: radio, cosmetics] . . . A group so compactly and harmoniously constituted as to bring to any advertising problem the combined effectiveness of personal and organization service.



June 23, 1927

# The Chicago Tribune Prints More *National* Rotogravure Advertising Than Any Other American Newspaper

**I**N 1926 The Chicago Tribune led the country in national rotogravure advertising, as it did in 1925. Following is the national rotogravure lineage of the five leading newspapers:

<i>Newspaper</i>	<i>Lines*</i>
Chicago Tribune.....	774,892
New York Times.....	515,805
Boston Herald.....	428,034
Detroit News.....	379,274
Philadelphia Public Ledger.....	354,727

\*(Figures from Gravure Service Corporation,  
New York City)

In Chicago The Tribune carried almost ten times as much national roto lineage as the second Chicago newspaper. The Chicago Tribune's rotogravure section is bought by 740,000 persons in Chicago and suburbs. It reaches from 20% to 90% of the families in 1132 towns of Zone 7.

# Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Circulation: 770,248 daily; 1,142,761 Sunday